

# GOURMET BLACK COFFEE

Connoisseurs will appreciate the medium dark roast, smooth flavor, which is enhanced with natural antioxidants from organic Ganoderma lucidum. Awaken your senses and enrich your day with ORGANO™ Gourmet Black Coffee that is as flavorful as it is invigorating.

## COFFEE COMPOUNDS

### CHLOROGENIC ACID

An antioxidant compound that is the major phenol in coffee.

### QUINIC ACID

An antioxidant/phytochemical that contributes to the acidic taste of coffee. It is also found in apples, peaches, and other plants/foods.

### CAFFEIC ACID

A compound that can help support healthy glucose use in the body.



## HEALTHY CAFFEINE



### CAFFEINE & EXERCISE

Caffeine can help prepare your body for intense physical performance, stimulates your nervous system and help rev up metabolism to help the body burn fat, and supports healthy adrenaline levels.<sup>(2)</sup>



### CAFFEINE & ANTIOXIDANTS

The high amount of antioxidants in caffeine can help fight free radicals from damaging our DNA, and may be implicated in several diseases and premature aging of the cells.<sup>(2)</sup>



### GANODERMA

A great source of fiber, to promote a proper digestive process, and antioxidants, to support your immune system.



### CAFFEINE & PAIN

Caffeine can help support muscle recovery with the benefits of caffeine to help fight inflammation.<sup>(2)</sup>



### CAFFEINE & MEMORY

Caffeine has been studied to show a positive effect on memory and cognition.<sup>(1)</sup>

## THE BENEFITS OF INSTANT COFFEE



### TIME-SAVING

Forget about grinding, brewing, and standing in long lines. Just pour some hot water and stir to prepare your favorite beverage at home or on the go.



### CONVENIENT

Take an OG Gourmet Black Coffee to work, vacation or even on a camping trip and savor your favorite flavor anywhere and add just milk and sweeten to taste.

## 400 million

cups of coffee are consumed every day in the United States.<sup>(3)</sup>

## 65%

of coffee is drank during breakfast hours.<sup>(3)</sup>

## 35%

of coffee consumers prefer their coffee black.

## 3.1 cups

is the average consumption of coffee in the United States per person, per day.<sup>(3)</sup>

## #1

ORGANO™ Gourmet Black Coffee is the number one beverage of choice amongst the OG Family.

## MARKET FACTS

Antioxidants help fight free radicals, which can impact diseases and premature aging of the cells. Foods that contain Vitamin E and C are an excellent source of antioxidants, but our major intake comes from beverages. The beverage naturally with the higher amount of antioxidants is coffee!<sup>(4)</sup>

(1) <https://www.caffeineinformer.com/bad-memory-drink-more-caffeine>

(2) <https://www.healthline.com/nutrition/top-13-evidence-based-health-benefits-of-coffee#section3>

(3) <http://www.e-importz.com/coffee-statistics.php>

(4) <https://www.healthline.com/nutrition/coffee-worlds-biggest-source-of-antioxidants>