



THE GROWING OPPORTUNITY

TO ATTRACT NEW CUSTOMERS
AND INCREASE SALES

WITH CASCARA-BASED PRODUCTS



CASCARA: THE COFFEE-INSPIRED SUPERFOOD

Cascara and coffee are synonymous coffee cherry, with the coffee bean derived from the pit of the cherry and the raw cascara is derived from the natural, sun-dried husk.

In recent years, Cascara emerged as “Superfood”, as research shows a powerful concentration of antioxidants, and a rich source of polyphenolic compounds called Chlorogenic acids (CGAs).

ANTIOXIDANT RICH, NUTRITIONALLY DENSE †



Potassium, calcium
and magnesium



The fourth highest source of Antioxidants,
more than turmeric spice, acai berry,
elderberry and blueberry – combined



25% the caffeine, naturally
less caffeine than coffee.

CGAs have been widely studied for their potential health benefits over the last 20 years. Recent evidence suggests CGAs possess a wide variety of bioactivities, including antiparasitic, antibacterial and antiviral¹, with evidence suggesting several health concerns can benefit from CGAs, including: ^{2, 3, 4, 5}

Weight Management

Fat Burning

Blood Sugar Regulation

Anti-inflammatory

Cancer Prevention

Cardiovascular Health

Neuroprotective Effects

Liver Health

Improved Gut Health

Mood and Alertness

Cholesterol (LDL) fighter

Anti-Aging Effects

Flavor Profile

Cascara offers a different flavor profile than coffee. While coffee tends to be bitter, **brewed cascara has a sweet, fruity taste with hints of red currant, cherry, and mango.**

Cascara drinkers say brewed cascara is a refreshing and flavorful alternative to traditional herbal teas and coffees. Cascara’s strong appeal to coffee and tea drinkers is in its versatility: Cascara can be served hot (like coffee or tea) or as a cold beverage (like iced or cold tea) alternative to sugary sodas. Cascara and coffee can be brewed together, thus creating a unique beverage that blends the strengths of both into one beverage.

This versatility enables year-round sales for coffee shops and restaurants.

Sidenote: Coffee Cascara is not Cascara Sagrada

Cascara Sagrada is derived from the dried bark of tree *Rhamnus purshiana*. The FDA has approved Cascara Sagrada as a laxative for constipation – definitely not something you should serve to customers. Coffee Cascara does not create these side effects.

CAPTURE THE UNTAPPED OPPORTUNITY

Consumer tastes continue to evolve. While coffee consumption remains strong, there is growing demand for natural, caffeine-rich alternatives to traditional coffee and tea. In growing numbers, consumers are seeking natural and functional beverages that provide a unique flavor profile.

Cascara is a novel food. Consumer demand accelerated in 2023 when the European Union approved cascara for consumption. It's no wonder that demand for cascara-based beverages is estimated to grow at annual rate of 10.2% from 2024 to 2030⁶.

Attract New Customers with High-Margin Products from Hope's Harvest

Hope's Harvest™ cascara products come in a variety of flavors, including pure cascara, Reali-TEA™ (Cascara + hibiscus flower) and several enhanced fruit flavors (mango, tangerine and others). All blends are ideal as a satisfying hot-brewed beverage or a refreshing cold beverage, while containing the antioxidant impact customers are craving:

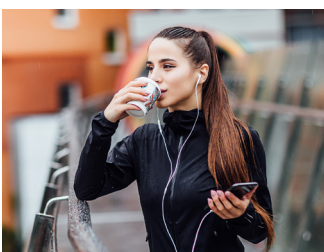


Professionals Practicing Intermittent Fasting

Professionals practicing intermittent fasting have a challenge in the morning: Finding a satisfying beverage that won't interfere with their fasting window. Water is flavorless, with black coffee too bitter for most. **Enter brewed cascara.**

Brewed cascara is calorie-free and is shown to not spike glucose. Cascara is the ideal morning beverage for the Intermittent FASTER that desires a non-bitter, sweet tasting beverage that can be enjoyed during the morning commute.

This provides you with a special opportunity to attract this market at a time when they might avoid your establishment during the morning hours. Once they get hooked on Hope's Harvest though, they'll return at all hours.



Health-Conscience Drinkers

The aftermath of the pandemic is driving consumer interest in immune-boosting products, with **78% of U.S. consumers seeking products rich in antioxidants.** This market segment is growing.

Cascara's abundant antioxidants make it an attractive and desirable offering for this market segment.



Socially-Minded Beverage Drinker

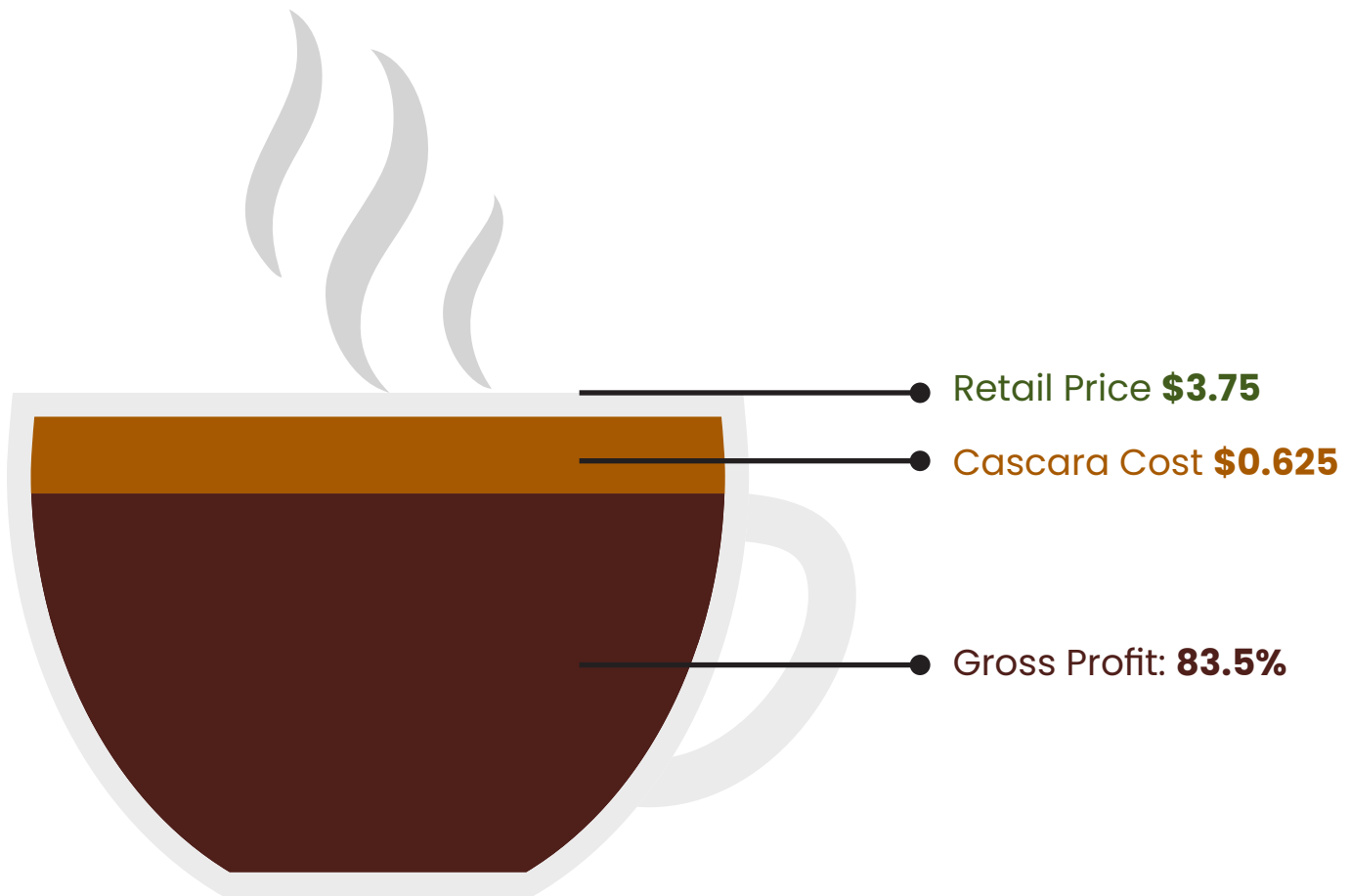
Consumer interest is rising for unique and sustainable beverage options. Many consumers are becoming aware positive change is possible through their consumption and purchasing power. Such customers avoid products that exploit farmers, laborers and the environment. Sustainably designed products are **growing 2.7x faster** than those that are not.

Hope's Harvest enables you to capture this unique and growing segment. All of our products are sustainably grown using organic practices and are Integrity Traded™. Each brewed beverage has the power to provide 30 days of clean drinking water to a family in a developing country.

REVENUE OPPORTUNITY: 6X RETURN

If your staff knows how to brew coffee or tea, you're ready to go!

No special equipment or training needed.



1 lb Cascara bag provides about 48 servings (10oz)

CAPTURE THE OPPORTUNITY TODAY



COFFEE



TROPICALBERRY TEA



READY TO DRINK

Roasts

Breakfast Blend
Light
Medium
French Roast
Espresso
Decaf
Mocha Mist
Caramel Sky
Creole
Cinnamon Dust

Blends

TropicalBerry
Reali-Tea
TriniTEA
Blueberry-Infused
Tango-Infused
Tangerine-Infused
Mango-Infused
Raspberry-Infused
Pomegranate-Infused

Blends

Lava Blast
Hibiscus High
Mango Sunrise

(Available in
Unsweetened, Sweetened,
and No Sugar)

Retail Sizes

12oz
2 lbs
5 lbs

Retail Sizes

8oz

Retail Sizes

16 fl oz

Custom blends and roasts available for Coffee and TropicalBerry products.
Wholesale sizes and pricing available.



Order Today

Melvin Airhart

Phone/Text: 337-304-1115

Melvin.Airhart@principiocoffee.com

THE HEALTH BENEFITS OF CASCARA†

Cascara contains potent antioxidants like Chlorogenic acids (CGAs), which help neutralize free radicals in the body. Such actions can reduce oxidative stress, helping to protect cells from damage, slow down aging, and lower the risk of chronic diseases.⁷

Studies over the last 20 years point to many health benefits of consuming Cascara including weight management, blood sugar regulation, anti-inflammatory benefits, cardiovascular health, liver health, improved gut health, improved mood and alertness, lower cholesterol (LDL), anti-aging effects and cancer prevention[†].

Weight Management and Fat Burning

- **Increase metabolism of fats and glucose:** This effect is believed to be related to the inhibition of glucose-6-phosphatase, an enzyme that plays a role in glucose production⁸.
- **Reduce abdominal fat and visceral fat:** High doses of CGA are believed to reduce abdominal fat metrics (Visceral fat, TFA, BMI, and WC) in overweight adults without severe adverse effects. The results suggest CGA as a key bioactive compound responsible for fat reduction⁹.
- CGA helps your body **burn fat more efficiently** by boosting a process called fatty **acid β -oxidation**, which breaks down fat for energy¹⁰.
- **Reduces fat production and storage**, CGA helps lower overall fat levels and prevents excessive weight gain¹¹
- **Balance hormones** that influence hunger and fat breakdown¹²
- **Encourage your body to burn fat for energy**¹³

Blood Sugar Regulation

- **Improve insulin sensitivity:** CGAs may help regulate blood sugar levels by improving insulin sensitivity. Some research has shown CGAs can reduce the absorption of glucose from the digestive tract and may help lower the risk of type 2 diabetes. CGAs may also help reduce the post-meal rise in blood sugar, a common issue for individuals with insulin resistance¹⁴
- **Impact on glucose-6 phosphatase:** CGAs can modulate the activity of glucose-6-phosphatase, an enzyme involved in glucose metabolism, and therefore it may have a positive effect on diabetes management¹⁵

Anti-Inflammatory Effects

- CGAs have anti-inflammatory properties that may help reduce inflammation in the body source¹⁶

Cardiovascular Health

- Due to their antioxidant and anti-inflammatory properties, CGAs may help support cardiovascular health. They may lower blood pressure, reduce LDL cholesterol (the “bad” cholesterol), and improve blood vessel function. Some studies suggest regular consumption of CGAs is associated with a lower risk of heart disease and stroke¹⁷

Neuroprotective Effects

- CGAs are thought to help protect brain cells from oxidative stress and inflammation, which are both implicated in cognitive decline. Research indicates that CGAs may have neuroprotective effects, possibly helping to reduce the risk of neurodegenerative diseases like Alzheimer's and Parkinson¹⁸

Liver Health

- There is evidence suggesting CGAs may help protect the liver from damage caused by toxins and oxidative stress. They may also play a role in improving liver function and reducing the risk of liver diseases, including non-alcoholic fatty liver disease (NAFLD)¹⁹

Cancer Prevention

- Studies have explored the potential anticancer effects of CGAs. Due to their antioxidant and anti-inflammatory properties, CGAs may help reduce the risk of certain types of cancer by inhibiting cancer cell growth and promoting cell death in abnormal cells. However, more research is needed to confirm these effects²⁰

Improved Gut Health

- CGAs can benefit gut health by acting as prebiotics, promoting the growth of beneficial bacteria. A healthy gut microbiome is linked to better digestion, enhanced immune function, and overall well-being²¹

Improved Mood and Mental Alertness

- CGAs may also support cognitive function and reduce fatigue²²

Reduce Cholesterol, LDL

- CGAs have shown potential in reducing LDL cholesterol and triglycerides²³

Anti-Aging Effects

- Antioxidants in cascara may help delay signs of aging by preventing oxidative damage that accelerates cellular aging processes²⁴. There is enough evidence to support that CGAs can inhibit the formation of reactive oxygen species and play a beneficial role in preventing oxidative and aging-related diseases²⁵

Access www.principiocoffee.com/healthresearch for more research papers.

Safe Consumptions Limit

The current state of knowledge suggests long-term exposure to chlorogenic acids by daily consumption does not appear to pose a risk to human health when observed at doses within the normal range of dietary exposure. As a result, the intake of CQAs from coffee by-products can be considered reasonably safe.²⁶

CGA Concentration Levels in Cascara

A brewed coffee cascara beverage typically contains a concentration of chlorogenic acids ranging between 20mg/100mL and 100mg/100mL^{27, 28, 29}

Higher Concentrations of CGA exist in Cascara vs. Roasted Coffee

Due to the less-processed nature of cascara, it generally has a higher concentration of chlorogenic acids compared to a typical cup of roasted coffee.³⁰

Factors Affecting CGA Concentration Levels

It is noticeable that the respective values for CQAs in all coffee by-products vary quite widely. This is due to several factors, including:

- Species and variety³¹
- Different post-harvest processing methods³²
- Degree of ripeness³³
- Extent of environmental conditions³⁴
- Agricultural practices³⁵
- Region of origin³⁶
- Roasting: Coffee roasting decreases CGA concentration. Light roast contains the most CGA vs. Medium and Dark³⁷

† FDA Statement

These statements have not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure or prevent any disease. Always consult a physician before taking any supplement.

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