



A unique health product, with a great market potential.

The first coffee introduced as a health food product. Created by the renowned scientific researcher “Optimum Green Laboratories Int.” - www.optimumgreen.com – by Chemist – Research Scientist, Dr. Paul Gouda; this formula enhances the good properties of coffee, via the effective use of a specific blend of natural, organic, medicinally proven herbs that have been successfully utilized for thousands of years in Egypt, India, China, and other ancient African & Asian countries.

A.O.G.L. Gazette wrote: “Unique coffee for the discriminating and the elite. More than a rich-tasting cup of coffee; it’s a daily supplement of health.”

... The Island Daily News, reflecting on the fact that the scientist behind the formula is also a published poet; wrote: “it’s a product that amalgamated the science of health, with a poetic taste. The delicious coffee of ‘Friends Lounge’ is now available everywhere.”

... The heart of the formula is simply the fact that this coffee has answered the question:

How to get the benefits of a dozen cups of coffee, without the negative side-effects of consuming that much coffee?

Our added ingredients utilize extracts from elettaria and amomum plants. Green & black cardamom commonly added to Egyptian & Turkish coffees, proven to treat pulmonary tuberculosis, and to break up kidney stones and gallstones. Cinnamomum zeylanicum and cassia which lower blood pressure. Illicium verum - star anise which contains shikimic acid, a primary precursor in the pharmaceutical synthesis of anti-influenza. Cloves, the Syzygium aromaticum plant containing eugenol, used as a tea for hypotonic muscles, including multiple sclerosis. Anethole and anethole in fennel. Phytoestrogens, plant-derived xenoestrogens as dietary estrogens. Nutmeg, containing maclignan to fight Streptococcus. Anise, contains anethole, a phytoestrogen that fights several cancers; And Hibiscus petals to lower blood pressure.

And the final caress? As the formula creator, a chemist, worded it poetically: “It’s a recipe, fondled by a playful touch of a berries-cane-banana syrup, lingering with a cocoa-hinted dance, whispering to a light kiss by a vanilla or hazelnut scent; or benevolently seduced by an orange note.” **100% quality organic coffee beans & herbs.**

Health facts:

Chlorogenic acid is a powerful antioxidant that fights signs of aging and prevents oxidative damage which is the main cause for cancer and heart disease. Phytochemicals are plant compounds that develop naturally, and play a significant role on preventing cancer and heart disease and boost the immune system. Flavonoids: polyphenolic phytochemicals that are also antioxidants. Theanine, an amino acid that reduces stress and increases the level of gamma-aminobutyric acid, serotonin, dopamine and alpha wave activity.

All the preceding and following information presents no controversial opinions. They are defensible facts published by the medical journals and recorded pharmacological research.

Yes, coffee properties, which exist separately in the indicated plants, reduce your risk of diabetes by 13% with just one cup a day. If you drank twelve cups a day, you could reduce the risk of diabetes by 67%.

Six cups of coffee a day had an 18% reduction in prostate cancer and a 40% reduction of aggressive lethal cancer, and reduced the risk of liver cirrhosis by 84%. Five cups a day for five weeks began to reverse Alzheimer’s damage in the brain by reducing levels of amyloid-beta, both in the blood and the brain; and reduced the risk of Parkinson’s and other dementia cases, including Alzheimer’s – even prevention of certain cancers, heart rhythm problems and stroke by 47%, And five cups a day reduced it by 60%.

Women who drank 1-3 cups of coffee a day had a 24% lower risk of dying from cardiovascular disease.

Now, you can enjoy all these benefits and still avoid the negative side effects of consuming that much coffee.

We enhanced coffee’s good properties with natural herbal extracts. Just a couple of Café Canadiana cups a day, will do you wonders.

A must for every kitchen. info@cafecanadiana.com

Café Canadiana

A revolutionary formula with a rich coffee taste, and an intelligent supplementary health value.

The first coffee introduced as a health food product.

... We made coffee good for you.

The taste of nature.
The aroma of good health.
The charisma of the Canadian Wilderness.

All natural. All organic.



Café Canadiana

... Now available here.

The elite health product,
with a true health value, and
a rich organic coffee taste.

A high-end health product, produced by the renowned scientific researcher “Optimum Green Int.” – www.optimumgreen.com



“Unique coffee for the discriminating and the elite. More than a rich-tasting cup of coffee; it’s a daily supplement of health.”

AOGL gazette.

We answered the question:

How to get the benefits of a dozen cups of coffee, without the negative side-effects of consuming that much coffee?

We enhanced the coffee’s good properties with natural herbal extracts that have been proven for thousands of years to have effective medicinal values. Read the facts published by the medical journals. Visit: www.cafecanadiana.com

Market demand, business potential & financial presentation

Over 400 billion cups of coffee are sold annually. The average single North American chain coffee shop business generates a national revenue between 3 to 9 billion dollars annually. In fact – for example, one American chain coffee shop business- avoiding specifying names, (for the specific publicly available information, see attached appendix) – in just 3 months, generated a first quarter of the year revenue of \$4 billion, average \$16 billion annually. One single brand of coffee sells 8 million cups of coffee daily just in Canada. Many of these products are cheap, low quality, often even scrap beans.

Chain supermarkets and other food and hospitality business sales are also in the billions of dollars. The average less-than-giant coffee company sells between \$200 million to \$600 million annually, while others, such as one American company (see attached appendix for names) according to their published taxation report, sold \$450 million in just the first quarter of the ending year. Coffee sales revenue is a major portion of the gross revenue of all such chain operations. In fact, coffee is one of the top 5 food markets in the world. And, the re-sale value of coffee companies is one of the healthiest businesses. The recorded average coffee company price, based on business change of ownership of recently sold companies, is \$500 million.

Please examine the attached, separate, independent study report on this business' evaluation, assessment and estimated share value.

The market will appreciate the health value of this product. There are several so-called health products, most of which are scams. There are others that have insignificant health value and offer exaggerated and misleading claims. This product, with a decade of research and development by Chemist, Dr. Paul Gouda at Optimum Green Research Laboratories, is offering the market the first coffee for the first time as a true health food product.

The product marketing is targeting the shelves of every health store, major supermarket and chain coffee shops in North America and eventually, globally. We have no doubt that this coffee will earn the market demand it deserves. This is the initial stage. *We are offering complementary test samples, with thanks.*

To order, please contact: info@cafecanadiana.com Or call 604-670-5714 in Canada, or 509-671-9966 in USA, or write to: file-coffee Dr. Paul Gouda 1-50 Harewood Rd. Nanaimo BC V9R-5X5 PaulGouda@ChemistsAssociation.com

The cost at this stage allows us to offer a net weight of approx. half lb. package (225g or 50 individual bags to make 50 large cups, each bag has approx. 4.5g) for a **retail shelf price of \$18.95**

Your price discount will be up to a generous 45% off, depending on the order size, and based on this table:

	<u>discount</u>	<u>your cost</u>	<u>your profit per unit "ppu."</u>
a) 10 to 50 units:	26%	=\$13.95	= \$5.00 ppu
b) 51-300 units:	30%	=\$13.25	= \$5.70 ppu
c) 301-1000 units:	35%	=\$12.30	= \$6.65 ppu
d) Over 1000 units:	40%	=\$11.35	= \$7.60 ppu
e) Over 3000 units:	45%	=\$10.40	= \$8.55 ppu
f) One 5-lb package:	32% total: \$128 = \$12.80 per jar equivalence. You get the discount of a large order of 500 jar/package quantity.		

These are the estimated, approximate, anticipated figures based on the marketing research done at this point, and the current prices and costs. Please consider them a good guideline.

For hospitality businesses, larger packages are also available, and for even less:

5 lb or 400 individual bags: \$128 An additional savings of \$11.5 = **total 32% discount.**

Pricing takes into account the following factors:

We will absorb shipping costs that are over 5% of the unit price, depending on the size of the order, and the destination.

While the present unit price is subject to change based on market costs, your indicated percentage discount, and the offered shelf markup percentage, will remain honored as per the preceding clause.

The indicated prices are intended for the direct sale vendors such as grocery stores, coffee shops or cruise ships.

Distributors, whole sales businesses or marketing agents have an additional middleman commission of 10% rounded up to an extra \$2 per a half lb package (or a 50-bag unit.)

The **suggested retail price** of \$18.95 is the recommended minimum and may be increased by the retailer. Suggested price for hospitality business, served as a high-end, specialty health product, is \$2.85 to \$4.85 per cup, depending on the establishment rating (a local resort sells it for \$8 a cup.) The basic 220g package, at a cost of less than \$20, renders an average 44 mugs or 88 house filter-drip-coffee maker servings "cups". 88 cups = \$170 to \$340 average retail revenue = **an average profit of over \$250 per one single half lb unit under \$20.**

Recommended use (may vary based on personal taste): 5 to 6g or 1 heaping teaspoon per mug (mathematically a cup of 250 ml.) When using a house filter-drip coffee maker, the pot measurement is based on 1 cup serving = 125 ml only, i.e. the same 5 or 6g would make 2 cups. A 10-cup pot = 5 mugs of 250 ml each = 10 cups X125 ml..

Using a filter / drip coffeemaker, the half-pound package would give you an average of 75 cups X \$3.85 = \$288 average revenue per \$18 jar. Even serving a mug size, an \$18 jar would translate to \$144 revenue.



Be one of the first elite hospitality businesses to sell **Café Canadiana** and establish your future especial client status with us.

Order form

Name of business:
Address:
Telephone:
Name of authorizing contact owner/manager:
Telephone:
Email:

Order:

1- Number of units (approx. n.w. of half lb each, or 40 individual bags):

- Reg. 1-9 unit-order: X \$18.85 each. = \$.....
b 51-300 X \$13.25 = \$
D Over 1000 X \$11.35= \$.....
F A five-Lb package, ideal for businesses: X \$128 = \$
10-50 units X \$13.95= \$.....
C 301-1000 X \$12.30= \$
E Over 3000 X \$10.40= \$

Our last restaurant order reported that the average \$12 half lb single unit produced 70 to 80 cups using a filter / drip coffee maker = average \$200 to \$300 revenue per single half LB package of \$12.

“F” size package is recommended for business operations, e.g. airlines, companies, factories, and hospitality services such as hotels, restaurants, cruise ships etc. This whole sale price of \$25 per lb for this elite high-end health-food product, spiked with herbal extracts, is a promotional offer. Be one of the first hospitality businesses to sign with us and let’s negotiate a term of a number of years of a price-freeze at this price. With an average 5g coffee per serving, a 5 lb package at a cost of \$128, would produce an average 300-400 mugs (250 ml each) or 600-800 regular coffee maker cups “servings” (based on personal taste). A retail revenue of \$1,540 to \$3,080 revenue = \$1,412 to \$2,824 net profit per one single 5 lb package = 1,200 % to 2,400% profit.

Total order: \$ + average 10 % shipping & handling, if no other arrangement is made: \$ (no tax)
=Total payment: Please make cheque – money order payable to Optimum Green.

If paying via PayPal or debt/e-transfer please forward payment to og@optimumgreen.com and follow up with a separate email indicated the answer to the secret question you created. If paying with a credit card, please provide:

- a) Name on card b) card number c) Exp. Date d) CVV
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.....
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Signed:
date:



Café Canadiana enriched the beans’ health value with the right ratio of natural supplementary herbal extracts.

Please mail, with payment to: Optimum Green Canada:
Atten. Dr. Gouda 1-50 Harewood Rd. Nanaimo, BC. Canada V9R-5X5
Phone: 604-670-5714 Canada 509-671-9966 USA

Please follow up with an email to info@cafecanadiana.com or og@optimumgreen.com or with a phone call.
Visit us at: www.cafecanadiana.com & www.optimumgreen.com

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