



## Café Canadiana

[www.cafecanadiana.com](http://www.cafecanadiana.com)

**A unique herbs & spices enriched recipe,  
that combines “Health” with “Taste.”**

*A product of*

**Optimum Green Canada**

[www.optimumgreen.com](http://www.optimumgreen.com)

[info@cafecanadiana.com](mailto:info@cafecanadiana.com)

### Business presentation

#### Coffee revisited:

Coffee has great health values that should be optimized and conditioned. The knowledge provided by today’s analytical pharmacological chemistry and medical research allow us to enhance and to control these benefits, by using the same natural compounds found in spices and herbs. The theme of this product is to extract the same good coffee properties that also exist separately in other plants, and insert it into coffee. The exact, specific combination ratio of specific herbs and spices, treated in specific proportions, will provide an optimum health value, and the bonus of great taste.

#### The story behind the product:

Dr. Paul Gouda, of Optimum Green Laboratories “[www.optimumgren.com](http://www.optimumgren.com)” owned a separate entrepreneurship; a hospitality business. In his free time, he enjoyed hosting parties for friends and fellow scientists and enjoyed his hobby and interest in exotic culinary art. He experimented with the use of health herbs to enrich the coffee flavour and health value. There are several Egyptian drinks, made of natural herbs and spices that have been effectively used for thousands of years for their medicinal – health values. For example, “yansoon” made with anise and fennel seeds, is known for its benefits to eyes health and is good for pregnant women. “Karkadeya,” another Egyptian drink, is made of rose petals especially Hibiscus, known for its value in reducing blood pressure.

Dr. Gouda looked into the molecular structure of these and other several natural compounds found in herbs, and he further utilized his two decades of analytical – pharmacological chemistry and medical research training to introduce the “health” factor to “taste;” producing a truly unique coffee.

His coffee recipe was met with incredible success, it became the signature of his hospitality business for 10 years. Even at \$8, \$10 to \$14 a cup, people swore they drove for over half an hour from out of town for **Friends’** coffee – in reference to the business, “Friends Dining Lounge.”

Friends’ coffee was featured in several district newspapers and local TV shows. Upon request, he later made it available for a takeout package sale. The rather small scale of production, labour cost per patch and the time it took for the treatment of the variety of herbs utilized, made it a \$60 per-pound-coffee, and no complaints were ever raised.

The business was sold in 2012 – excluding the rights to the coffee and tea recipes, and a businessman approached Dr. Paul Gouda with the advice to commercialize his coffee and tea nationally and eventually globally.

This is the first step towards seeing Café Canadiana on the shelves of North American chain supermarkets and in chain coffee shops.

In 2013, the patent protection procedures were commenced. Copyright of the recipe was secured via the Canadian Intellectual property office in Ottawa: coffee recipe registration number 1100916.

## **Market demand:**

Over 400 billion cups of coffee are sold annually. The average single North American chain coffee business generates a national revenue between 3 to 9 billion dollars a year. In fact – for example, Starbucks’ just 3 months revenue “first quarter of the year” is \$4 billion, with an average over \$15 billion annually of which coffee sales had the lion’s share. Chain supermarkets and other food and hospitality business 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 Smuckers coffee, sold \$450 million in just the first quarter of the year. Coffee and tea sale is a significant revenue portion of chain coffee shop businesses. In fact, coffee is one of the top 5 food markets in the world.

While we have to evaluate our company at a humble percentage at this initial stage, even at 1% of such records, to start, along with the unique and true value and potential of our product, we vision **Café Canadiana** to be there at the very top, and to earn the appreciation and respect of the market. Please see the attached independent report, based on two university business studies on the assessment of this project.

There are several so-called health products, most of which are scams. They have insignificant health value and exaggerated and misleading claims. This product, supported by a decade of research and development by Chemist, Dr. Paul Gouda at Optimum Green Research Laboratories, offers the market a true health product that consumers will soon appreciate and respect as the only real health product in the coffee category.

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.

The potential of a new, unique and favourable coffee, produced by a medical and pharmaceutical research centre, with emphasis on true health value, promises great success.

## **The unique advantage:**

- In a health-conscious society, this product offers true value:
  - Solid emphasis on health value without compromise to coffee taste.
  - A recipe created by a doctor-chemist; and a company that is presenting a revolutionary approach to pharmaceutical health, with its new, safe and effective use of safe hormone-like compounds.
- The market test success over 10 years of commercial distribution at the local level is a strong reflective sample.
- A wide distribution as a new and a different health product, via chain operations such as major health stores, grocery stores, and chain coffee shops is feasible and promising. This product deserves to, and should be on every supermarket shelf, health food stores and at every major fast food restaurant.

## **About the product:**

The recipe enhances the natural health value in coffee, and introduces additional natural elements that enrich both taste and health value. Your cup of coffee will taste richer, and will offer you a safe and natural dose of organic medicinal value. Your cup of coffee will be part of your daily vitamins & minerals general health care, assisting you with additional health value in such areas as blood pressure, skin anti-aging, and yes, even prevention of cancer. Certainly this is worth serious consideration.

### **Let us take a look at coffee’s health value:**

- Antioxidant: a substance that helps prevent oxidative damage caused by reactive oxygen or nitrogen species – which is the main cause for cancer and heart disease. Its most powerful antioxidant is chlorogenic acid .

- Phytochemicals: Plant compounds that develop naturally, and play a significant role on preventing cancer and heart disease and boost the immune system. Some phytochemicals in tea and coffee are also antioxidants.
- Flavonoids: A polyphenolic phytochemicals that are also antioxidants.
- Theanine: an amino acid that crosses blood-brain barriers and hence it has psychoactive properties, reducing stress and increasing the level of gamma-aminobutyric acid, serotonin, dopamine and alpha wave activity.
- And the fact is, coffee drinkers are considerably less likely to suffer diabetes mellitus type 2, gout, cirrhosis of the liver and hepatocellular carcinoma, Parkinsons disease and several dementia cases, including Alzheimer's. They are also less likely to have certain cancers, heart rhythm problems and strokes.
- Coffee has a very strong antioxidant capacity. Coffee nutrients help prevent tissue damage caused by the molecules called oxygen-free radicals. Coffee also contains minerals such as magnesium and chromium, which help the body use the hormone insulin, which controls blood sugar (glucose). In type 2 diabetes, the body loses its ability to use insulin and regulate blood sugar effectively. **Café Canadiana** will play a significant role in controlling diabetes.
- Coffee contains a chemical agent that increases the body's production of adrenalaline and cortisone hormones (a naturally occurring corticosteroid that functions primarily in carbohydrate metabolism, and it is used in the treatment of rheumatoid arthritis, adrenal insufficiency, certain allergies, and gout.) We'll talk about cortisone adrenalaline as an example of the good & bad in coffee.

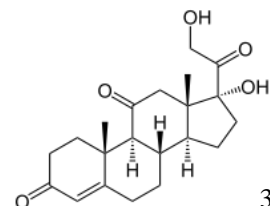
**The extensive recent evidence supported by 29 different universities and medical - pharmacological research, confirmed the following facts:**

- One cup of coffee a day, reduces your risk of diabetes by 13%. But, 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 on prostate cancer and a 40% reduction of aggressive lethal cancer.
- Four cups of coffee a day could reduce your 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.
- One to four cups reduced the risk of Parkinson's by 47% and five cups a day reduced it by 60% In this study, the greater number of cups of coffee per day, the lower the risk of Parkinson's disease.
- Women who drank 1-3 cups of coffee a day had a 24% lower risk of dying from cardiovascular disease.

**Our mission here is to answer the question: how can we get the benefits of that much coffee a day, without suffering the negative side effects of coffee?**

For example, too much caffeine, a crystalline xanthine alkaloid, acts as a central nervous system stimulant drug. As such, excessive consumption has several negative side effects.

And cortisone, shown to the right, 17-hydroxy-11-dehydrocorticosterone, a 21-carbon steroid hormone, is a glucocorticoid and adrenaline released by the body as a reaction to stress. It elevates blood pressure and prepares the



body for a fight or flight response. Caffeine joins forces here and triggers such negative side effect.

We need to keep and strengthen the good agents in coffee and suppress the bad ones.

### **Our approach:**

To enhance and strengthen the good elements in coffee (which exist individually in other plants) – also meant maintaining the right relative ratio between them, for the body to have an amount sufficient for the intended benefit, and suppress the bad agents. **The good properties of coffee can be optimized and taken advantage of, without having to drink 12 cups of coffee a day.**

At the same time, we kept our options open in controlling caffeine by one of several ways as deemed commercially viable. This is where a chemist stepped in, and, with nature's safe compounds in mind, the Gouda formula was created.

**Visit the report on our  
caffeine reduction approach.**

### **So, what did we use?**

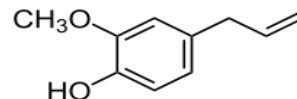
- **Elettaria and amomum plants** offer us a pleasantly aromatic flavour that has been used in Egyptian and Turkish coffees for a long time; the use of **green and black cardamom**. Green cardamom's medical benefits include the treatment of infections in teeth and gums, congestion of the lungs and pulmonary tuberculosis, inflammation of eyelids and also digestive disorders. It also is used to break up kidney stones and gall stones, and was reportedly used as an antidote for both snake and scorpion venom..

- **Cinnamon** improves the taste of less tasty herbs, aids digestion and is a potent antibacterial agent. Cinnamomum zeylanicum and cassia help diabetics control the blood sugar. The oils of both contain cinnamic aldehyde. Ceylon Cinnamon has the following medicinal properties: antibacterial, antiviral, antifungal, antioxidant, antinociceptive, and hypotensive to lower blood pressure.

- Illicium verum, commonly called **Star anise**, star aniseed, is a spice that closely resembles anise in flavor, obtained from the star-shaped pericarp of Illicium verum.

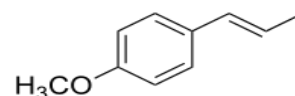
Medicinal uses included the treatment of rheumatism. Star anise is the major source of the chemical compound shikimic acid, a primary precursor in the pharmaceutical synthesis of anti-influenza drug oseltamivir (Tamiflu). Shikimic acid is a natural, safe compound produced by most autotrophic organisms

- **Cloves**, the Syzygium aromaticum tree of the Myrtaceae family, has impressive health benefits. One look at eugenol, illustrates the chemical porerty of the cloves:  
It is used in formulas for impotence. It is also used as a tea for hypotonic muscles, including multiple sclerosis.



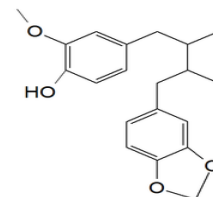
- **Fennel**, has the compound anethole shown to the right.

Again, a chemist would see the Phytoestrogens factor here – being plant-derived xenoestrogens functioning as the primary female sex hormones, not generated within the endocrine system, but consumed by eating phytoestrogenic plants. They are dietary estrogens. The essence of fennel can be used as a safe and effective herbal drug for primary dysmenorrhea.



The demonstrated compound shows how Anethole is responsible for the fennel's carminative quality and the treatment of flatulence.

Fennel seeds have an established medical use for eyesight improvement, and the treatment of glaucoma. Fennel is also an effective diuretic used for the treatment of hypertension, and several other health values especially to pregnant women.



- **Allspice** is not a mix of spices. It is a single dried fruit of the *Pimenta dioica* plant. It is a natural strong Antimicrobial drug.

- **Nutmeg** is the seed of a tree with an established medicinal use since the fifth century. It contains maclignan (shown on the right) which fights *Streptococcus*.

- **Anise** contains anethole, a phytoestrogen. It has also been used to treat menstrual cramps, and smokers' cough. It has also been found effective in preventing the development of certain skin cancer.

- **Hibiscus** petals; effective in reducing high blood pressure.

- **Berries-cane-bananas syrup.** Initial beans short-soaking, rinse, conditioning. We may also use, for additional flavoured recipes, small quantities of such ingredients as chocolate, vanilla, hazel nut, orange... all pure, natural & organic.

**Now, imagine your cup of coffee empowered with such massive medicinal health value, and, tastes even better.**

**A final clarification:** The exact relative ratio of each utilized herb, spice or plant of this recipe, and the way they are put together, is extremely significant.

It must be emphasized that despite the common use of the listed ingredients, some of them have negative side effect if used in excess, or in a wrong ratio to each other. An example would be the undesirable wrong ratio between high cinnamon and low fennel can cause. Visit our site for detailed notes.

The right chemistry is the key here. Remember that all plants, our food, even water, air and our blood and skin, even our emotions are chemical compounds.

There are still misleading commercial attempts trying to convince the layman that you could add a little of this and a bit of that as supplements without understanding what the new mix ratio could do. There are still those who think that if it has green leaves and grows "naturally" out of soil, it's good. The fact is, in chemistry, "good" plus "good" may not necessarily equal "good." Water, Dihydrogen monoxide, or  $H_2O$ , is good. We can't live without it. Oxygen,  $O$ , is good and we breathe it in all day. Yet if you add one more "good" Oxygen atom to the "good" water, you get  $H_2O_2$ , a bleach-like harmful solution. It is not as simple as adding a little of this herb and a bit of that. The exact math chemistry has to be perfect. That's where our scientists of pharmacology, medicine and analytical chemistry come in.

The right ratio will offer you a true, effective and a powerful health boost, that can be taken once, twice or several times daily, all day, as often as you normally enjoy your coffee. Hence, the role of the analytical chemist and the medical research science centre in producing this mixture to offer you optimum benefits and no risk when used all day, is very important. The objective is to produce optimum health combined with optimum taste. The objective is to make coffee really good for you.

And, another word of caution. Many health products are misleading and harmful because:

- For commercial cost, they use the whole plant – and, they use very little of it, merely to include its name on the package. In reality, it's a gimmick with no real health value.
- They use known harmful chemicals for artificial flavour – allowed by FDA for low-frequency use only.
- They ignore or don't understand the danger of over-consumption of a single herb outside a balanced and complete comparative or relative "natural chemistry."



**We are offering a unique product with great potential.  
A cup of coffee with a scientifically balanced health value, and a rich taste.  
A truly different product. The health value is real. The taste is real.**

### **Contact info:**

Please contact the indicated marketing agent. Several agents will represent the project in different areas or continents and to different markets such as health stores, supermarkets or chain teahouse operations.

***Click here to contact a marketing agent.***

Failing to reach an agent, you may write or email:

#### **Optimum Green Co.**

**In USA:** Optimum Green – products file.

1225 E. Sunset Dr.

Suite 145

Bellingham, WA 98226 – PMB422 Please follow up with an email or a call. 509-671-9966

**In Canada:** Atten. Dr. Paul Gouda

5-514 Campbell St. Nanaimo,

BC. V9R3H1

Please follow up with an email or a call. 604-670-5714

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[info@cafecanadiana.com](mailto:info@cafecanadiana.com)

For a summarized presentation, see a copy of the package label, below.

For a report on cost **analysis and agent & retail price**, please click on the “marketing report” link on the home page of [www.cafecanadiana.com](http://www.cafecanadiana.com)

## **Home**



The only coffee that offers true health benefits. Produced by the renowned scientific researcher “Optimum Green Research Laboratories” - [www.OptimumGreen.com](http://www.OptimumGreen.com) – by the research chemist, **Dr. Paul Gouda**; this formula enhances the good properties of coffee, via the effective use 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.

“Finally, the right coffee is here. Coffee made good for you. So elite, no coffee comes close. It is the coffee of the future. More than a cup of coffee; it’s a daily supplement of health.” A.O.G.L. 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?**

**Here is how. And here is why your regular coffee is not good enough!**

Our added ingredients utilize elettaria and amomum plants. Green & black Cardamom added to Egyptian & Turkish coffees, are proven to treat **pulmonary tuberculosis, and to break up kidney stones and gall stones**. Cinnamomum zeylanicum and cassia **lower blood pressure**. Illicium verum - star anise 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. Nethole and anethole in fennel and the use of 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 **lower blood pressure**. Our recipe is fondled by a playful touch of a berries-cane- banana syrup, lingering with a cocoa-hinted dance, or whispering to a light kiss by a vanilla or hazelnut scent, or by an orange note. 100% quality organic coffee beans & herbs.

**Café Canadiana**  
[www.CafeCanadiana.com](http://www.CafeCanadiana.com)

**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.

Produced by Optimum Green Co.  
Product CCR # 1100916  
A.N.W. half lb. \$18.95

All natural.  
All organic.

#### **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 natural plant compounds that play a very significant role in preventing cancer and heart disease, and boosting the immune system. **Flavonoids**: polyphenolic phytochemicals that are also antioxidants. **Theanine**, an amino acid that reduces stress and increases the levels of gamma-aminobutyric acid, serotonin, dopamine and alpha wave activity.

All the preceding and following information are not controversial opinions. They are defendable 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. But, 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 on **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.

**Your common coffee is not the answer.** To consume that much coffee you'll also suffer the negative side effects. **Now, you can enjoy all these benefits with just a cup or two.** We enhanced coffee's good properties with natural herbal extracts. Just a cup or two of Café Canadiana a day, will do you wonders. [info@CafeCanadiana.com](mailto:info@CafeCanadiana.com)