



# Soluble Cascara Powder: doing good, feeling good, tasting good.

## What is Cascara?

Coffee beans are the seed of a fruit, commonly referred to as a coffee cherry. Cascara is the dried fruit of the coffee cherry, which is removed during processing.

Recognizing the untapped value of this resource, **ofi** developed a process to upcycle the coffee fruit, converting dried cascara into a ready-to-use soluble cascara powder.

**ofi's** soluble cascara powder has many of the highly sought-after attributes of today's health-conscious consumers, including natural caffeine, potassium, polyphenols and more.

Soluble cascara powder's unique aroma and flavor profile gives this ingredient a versatile range of applications.

## Doing Good.

As part of the coffee harvest, it is estimated that 50 billion pounds of cascara enters the waste stream each year.

As the cascara decomposes, it generates methane gas and pollutes water sources.

By upcycling the discarded cascara into a usable food ingredient, **ofi** is reducing the environmental burden while generating more revenue for coffee farmers.

## Feeling Good.

Cascara contains good for you components including caffeine, chlorogenic acid, potassium, polyphenols, and flavonoids.

Cascara from **ofi** is non-GMO and Upcycled Certified.

## Tasting Good.

Cascara has a unique aroma and flavor profile with versatile usage across food and beverage categories including RTD beverages, snack bars, ice cream, confectionary, baking, and supplements.

Aroma and flavor components are reminiscent of caramel, honey, molasses, cherries, butterscotch, and raisins.

# ofi converts coffee fruit into an upcycled, ready to use soluble powder

ofi's soluble cascara powder has a reddish-brown to dark brown shade which produces a red/brown caffeinated beverage. The beverage is tangy with a flavor profile reminiscent of caramel, cherry, and raisins.

## Manufacturing Process

Cascara is collected during the processing of coffee cherries and dried using sun-drying or mechanical drying processes. Dried cascara is stored and transported as an upcycled raw material. It undergoes water extraction, concentration, and spray drying to produce a ready to use soluble cascara powder.



coffee cherries



cascara



soluble cascara powder



cascara beverage

# ofi soluble cascara powder has applications across various food and beverage categories

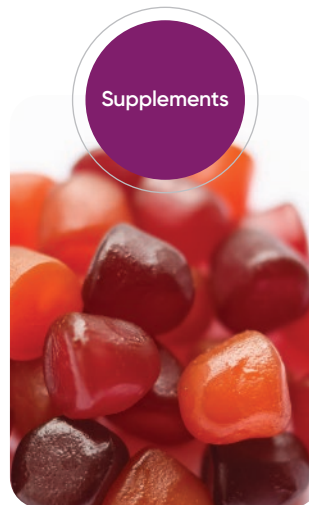
ofi has rescued discarded coffee fruit pulp, upcycled it, and converted it into a ready to use soluble powder that not only retains the good for you components of coffee fruit, but also has application across many attractive food, beverage and supplement categories.



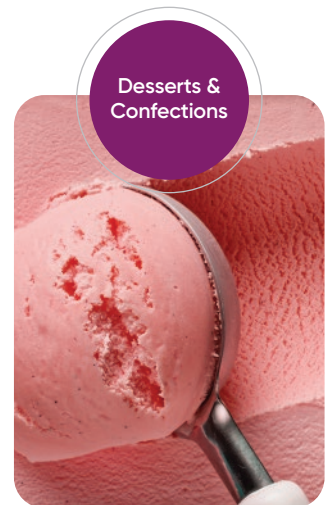
Beverages



Bakery



Supplements



Desserts & Confections

Upcycling was named one of the top 10 Food & Beverage Trends in 2022 by Innova Market Insights

Preventing food waste is the single greatest solution to fighting climate change\*

\*According to Project Drawdown, the leading organization dedicated to ranking climate solutions.

## Contact Us

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ofi is leveraging multiple coffee origins and investing in cascara production to provide a food safe, standardized, quality product with scalability and surety of supply.

Our standardized, soluble format allows for direct ingredient integration across multiple applications, providing consistent color, taste and aroma, with functional benefits.



One cup upcycles 45g of reclaimed cascara that would have otherwise gone to waste

Make it real with us today

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