



## Introducing **KOFEFRUT** RTD

### An innovative natural energy and antioxidant beverage made with upcycled cascara

**KOFEFRUT** is a lightly carbonated, ready to drink beverage made from cascara (aka the fruit of the coffee cherry – without the coffee bean). With mild energy and antioxidants, **KOFEFRUT** has half the sugar of soda and energy drinks. Cascara itself has a novel flavor profile, combining plum, tamarind and candied citrus peel together. We have amplified the sensory appeal by combining cascara with complimentary natural flavours – honey plum and lemon – creating two unique **KOFEFRUT** taste experiences.



- Attributes:**
- Mild energy
  - Antioxidants
  - Half the sugar of soda and energy
  - Lightly carbonated

- Flavour:**
- **Honey Plum**
  - Naturally flavoured

**Retail Pack Size:**  
24 cans/tray,  
shrink wrapped

**Can:** 355ml

**Product Code:** TBC

**Canadian Honey Plum  
GTIN:** 10860009801667

**Canadian Honey Plum  
UPC:** 860009801660

**Ti/Hi:** 13/7

**Cases/Pallet:** 91

**MOQ:** 24,024 units



- Attributes:**
- Mild energy
  - Antioxidants
  - Half the sugar of soda and energy
  - Lightly carbonated

- Flavour:**
- **Lemon**
  - Naturally flavoured

**Retail Pack Size:**  
24 cans/tray,  
shrink wrapped

**Can:** 355ml

**Product Code:** TBC

**Canadian Lemon GTIN:**  
10860009801650

**Canadian Lemon UPC:**  
860009801653

**Ti/Hi:** 13/7

**Cases/Pallet:** 91

**MOQ:** 24,024 units

## Innovation that delivers: benefits to the consumer, the farmer and the planet

ofi has rescued discarded coffee fruit pulp, upcycled it, and converted it into an innovative ingredient that retains the good for you components of the coffee fruit. With 80mg of caffeine per serving, **KOFEFRUT** delivers a gentle energy boost that won't leave you with the jitters. With just half the sugar of a soda or traditional energy beverage, **KOFEFRUT** is a refreshing way to hydrate.

**KOFEFRUT**  
delivers 80mg of  
caffeine per serving  
for a gentle energy  
boost, without the  
jitters

# Cascara: doing good, feeling good, tasting good

## Doing Good

As a by-product of 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 is available as Rainforest Alliance Certified.



## Tasting Good

Cascara has a unique aroma and flavour profile with notes of plum, tamarind and candied citrus peel.

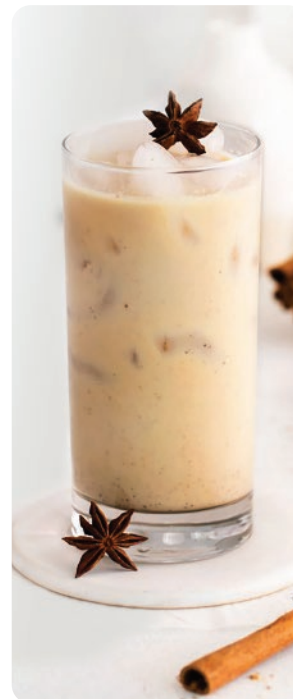
Our culinary experts have taken **KOFEFRUT** blends to the next level by enhancing the cascara profile with natural flavours of lemon, and honey plum, creating new flavour categories your consumer will love.

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



## KOFEFRUT is also available as a concentrated syrup for foodservice applications:

- Non-alcoholic and alcoholic beverages
- Flavour:** Plum, tamarind, honey  
**Retail Pack Size:** 12 per case/shrink wrapped  
**Bottle:** 946mL / 375mL  
**Product Code:** TBC  
**GTIN:** TBC  
**UPC:** TBC  
**Ti/Hi:** TBC  
**Cases/Pallet:** TBC  
**MOQ:** TBC



## Cascara improves upon a café favorite imparting sweet, fruity notes for a new and novel beverage experience in KOFEFRUT Chai Latte :

- Foodservice applications
  - Bulk powder
- Flavour:** Plum, tamarind, honey  
**Retail Pack Size:** TBC  
**Container:** TBC  
**Product Code:** TBC  
**GTIN:** TBC  
**UPC:** TBC  
**Ti/Hi:** TBC  
**Cases/Pallet:** TBC  
**MOQ:** TBC

## Contact Us

**Siva Subramanian**  
VP Coffee Innovation  
+1 (559) 903 8856  
siva.subramanian@ofi.com

**Tracey Noakes**  
Director of Marketing  
+1 (416) 798 6029  
tracey.noakes@ofi.com

**Make it real with us today**  
www.ofi.com