



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 flavors – honey plum and lemon – creating two unique **KOFEFRUT** taste experiences.



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

- Flavor:**
- **Honey Plum**
 - Naturally flavored
 - Certifications: Upcycled Certified

Retail Pack Size:
24 cans/tray, shrink wrapped

Can: 355ml

Product Code: TBC

GTIN:
1 08 60009 80162 9

UPC: 8 60009 80162 2

Ti/Hi: 13/7

Cases/Pallet: 91

MOQ: 24,024 units



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

- Flavor:**
- **Lemon**
 - Naturally flavored
 - Certifications: Upcycled Certified

Retail Pack Size:
24 cans/tray, shrink wrapped

Can: 355ml

Product Code: TBC

GTIN:
1 08 60009 80164 3

UPC: 8 60009 80164 6

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. Antioxidants derived from vitamin C and polyphenols provide 15% of your daily RDA. 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 15% RDA of Vitamin C and 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 flavor 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 flavors of lemon, and honey plum, creating new flavor categories your consumer will love.

KOFEFRUT is Upcycled Certified™

The Upcycled Certified program is designed to reduce food waste by promoting the upcycling food economy. Upcycled products use ingredients that have full nutritional value and are safe, but for various reasons, would have gone to waste.



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.



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

- Non-alcoholic and alcoholic beverages

Flavor:

Plum, tamarind, honey

Certifications:

Upcycled Certified

Retail Pack Size:

12 per case/shrink wrapped

Bottle: 12.7 or 32 oz

Product Code: TBC

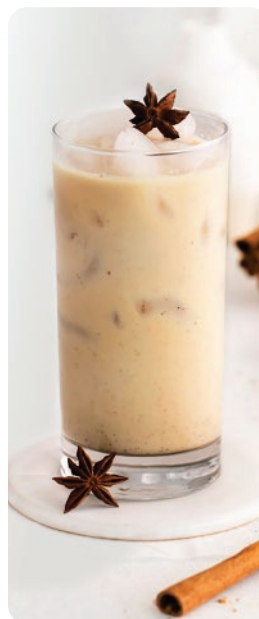
GTIN: TBC

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

Flavor:

Plum, tamarind, honey

Certifications:

Upcycled Certified

Retail Pack Size: TBC

Container: TBC

Product Code: TBC

GTIN: TBC

UPC: TBC

Ti/Hi: TBC

Cases/Pallet: TBC

MOQ: TBC

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

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