



KonaRed™ Coffee Fruit: Antioxidant Nutritional Gold

For centuries, native peoples have understood the incredible food and energy value of the whole coffee fruit. They used the lush ripe fruit and seed – or bean as we’ve come to know it – in tea, wine, medicine and food. In recent years, coffee pickers in South America noticed that even after working for decades in the fields with daily exposure to harsh conditions, the skin of their hands remained soft, supple and youthful – the direct result of handling the coffee fruit.

As confirmation of this exotic fruit’s potent anti-aging power, the coffee fruit tested extremely high in scientific assessments of ORAC (Oxygen Radical Absorbance Capacity) – the ability to neutralize free radicals that cause aging and disease. It tested significantly higher than any known plant product including the famous anti-oxidants green tea, blueberries, pomegranate extract and acai berries. As a result, the coffee fruit has suddenly become highly prized by several major industries including nutraceuticals, vitamins, beverages, food, and luxe skin care.

The Problem and Solution

Although brewed coffee is now the leading source of antioxidants in our diet¹, the delicate coffee fruit previously ended up as waste in the coffee production process. The extremely perishable fruit was just too difficult to harvest, so with no feasible way to utilize its exponentially higher anti-oxidant value, it was discarded. Now, KonaRed™ Coffee Fruit has perfected a means of preserving the brilliantly-colored fruit at the height of its nutrient power. And because of its immediate access to the finest, world-renowned Hawaiian coffee, we can turn millions of pounds of coffee fruit into whole powder, freeze dried powder and extract every year.

The Superior Hawaiian Coffee Fruit

KonaRed™ Coffee Fruit produces coffee fruit products of world-class varieties of Hawaiian coffee including the shimmering red fruit of the Kona coffee plant – the number one-rated premium coffee internationally; and the golden-yellow coffee fruit of Kaua’i, where over half of all the coffee grown in the U.S. originates. The coffee plant flourishes under the Hawaiian Islands’ perfect conditions, nourished by the rich, volcanic soil and the interplay of abundant mountain rain and warm tropical sunlight. More important to the marketplace, the KonaRed™ Coffee Fruit processing facilities are in close proximity to the harvest, allowing utilization of fruit at peak ripeness, when anti-oxidant power is at its highest.

For sales, samples and information, contact:
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Significance and Benefits of High ORAC Value

From Generations X and Y to the Baby Boomers, today's health-conscious public heeds the buzz on the anti-aging nutritional and cosmetic value of high ORAC foods including deeply colored berries, pomegranates, coffee, green tea and color-rich vegetables like spinach and peppers. The U.S. Department of Agriculture created the ORAC standard to uniformly evaluate the oxygen radical absorbency capacity of food substances. Any producer making a claim to ORAC value must submit samples for stringent laboratory analysis. The higher the ORAC number, the more effective the anti-oxidant benefits. Consumers now believe that high ORAC foods possess the power to slow down or prevent detrimental changes to the body and brain caused by aging and illness, and are literally hungry to consume anti-oxidant foods and beverages.

The Phenomenally High ORAC Value of the Coffee Fruit

The brilliant KonaRed™ Coffee Fruit varieties create their rich storehouse of anti-oxidants to protect their seeds from the intense tropical sun's radiation and other harmful elements. The plant produces an abundance of desirable nutrients and polyphenols in the process, including chlorogenic acid, caffeic acid, quinic acid and ferulic acid. These anti-oxidant nutrients offer the same protective benefits to humans, helping us prevent disease, resist sun damage and delay aging. KonaRed™ Coffee Fruit is harvested and extracted according to proprietary protocols developed by our in-house chemists reveals an astounding ORAC value of 109,200/100 grams². Compare those numbers to the blueberry, considered one of the healthiest berries in the world with an ORAC score of only 6,552.

Already, the first skin care products utilizing coffee fruit extracts have been featured in Allure magazine³ citing clinical reports of a 46% improvement in fine lines and 64% improvement in skin smoothness. Nutritional food and beverage companies are actively seeking ways to incorporate coffee fruit ingredients into their products. All they need now is the perfect source.

Nutritional Superfood

KonaRed™ Coffee Fruit is the new superfood. The nutritional value of this fruit is the key to living a long and healthy life. It is high in protein and dietary fiber, two key ingredients for optimal body function and contains zero trans fat, is low in saturated fat, calories and sodium. KonaRed™ Coffee Fruit is packed full of vitamins and nutrients and contains one of the highest levels of ORAC measurements of any known fruit. Its level of polyphenols (anti-oxidants) is extraordinary and its nutrient value is the right mix for a balanced healthy diet, making KonaRed™ Coffee Fruit the next superfood.

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The Product

KonaRed™ Coffee Fruit will produce four variations; Whole Powder, Freeze Dried Powder, 14 Mesh Powder and Liquid Concentrate. Kona Coffee boasts the most stringent governmental regulation of any coffee in the world and is highly revered by coffee drinkers. We source our hand-picked Kona Coffee from prestigious family farms famous for their pristine growing conditions and certified organic cultivation. From beautiful, fragrant blossom to unique golden berry, the coffee from Kaua'i grows free of insecticides using eco-friendly agricultural practices; and it's carefully harvested in a manner similar to the prized Napa Valley wine grape. Today's thriving global coffee culture already embraces Hawaiian coffee, allowing the company to build on that pre-existing brand awareness. And for those seeking coffee's anti-oxidant benefits, the coffee fruit offers a healthier choice than roasted coffee seed beverage, with negligible caffeine content.

The Company

KonaRed™ Coffee Fruit is managed by Sandwich Isles Trading Co., Inc. and is a diversified nutraceutical and specialty ingredient company engaged in the development, formulation, production and distribution of branded, nutraceutical ingredient products for sale in the international beverage, vitamin, skin care, natural products and food markets. The Company is a joint venture between two successful, established entities: Bioponic Phytoceuticals, Inc. (www.bioponic.com) and Malie, Inc. (www.malie.com). Based in Maui and publicly traded, Bioponic Phytoceuticals (BPYT) engages in the development, formulation, production and distribution of Bioresonant Phytotherapeutic and nutraceutical products for sale in the Complementary Alternative Medicine (CAM) and natural products markets. Kaua'i based Malie, Inc. is a cosmetic and specialty marketing company currently distributing its natural and organic luxury cosmetic and home products in the national and international spa and retail markets.

¹ 2005 Study by Chemistry Department of University of Scranton in Pennsylvania

² Tested by accredited institute Brunswick laboratories

³ January 2005 issue

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The Coffee Fruit: Antioxidant Powerhouse

- For centuries, native peoples have understood the incredible food and energy value of the whole coffee fruit.
- South American coffee pickers noticed that handling coffee fruit kept their skin soft, supple and youthful even after decades of exposure to harsh conditions.
- The brilliant red Hawaiian coffee fruit creates a rich storehouse of anti-oxidants to protect their seeds (bean) from the intense tropical sun's radiation and other harmful elements.
- KonaRed™ Coffee Fruit measured off the charts in ORAC (Oxygen Radical Absorbance Capacity) – the ability to neutralize free radicals that cause aging and disease: 109,200 per 100 grams¹ – significantly higher than any known fruit.
- Although brewed coffee is the leading source of antioxidants in our diet², the much more nutrient-packed coffee fruit was routinely discarded after harvesting because it was highly perishable.
- Sandwich Isles has perfected a means of preserving the coffee cherry at the height of its nutrient power.

The Coffee Fruit's Amazing Benefits

- The coffee plant produces an abundance of desirable nutrients and polyphenols when growing, including chlorogenic acid, caffeic acid, quinic acid and ferulic acid.
- The coffee fruit's anti-oxidant nutrients offer phenomenal protective benefits to humans: • prevents disease by encouraging healthy cardiovascular function and glucose metabolism • helps resist sun damage • delays aging by neutralizing free radicals and relieving systemic stress • boosts mood and energy • and more...
- Clinical tests of the first skin care products utilizing coffee fruit extracts cited 46% improvement in fine lines and 64% improvement in skin smoothness.³
- The coffee fruit offers a healthier, anti-oxidant choice than roasted coffee beverage, with negligible caffeine content.



The Superior Hawai'i Coffee Cherry™ Products

- We produce our KonaRed™ Coffee Fruit products from the acclaimed glowing red Hawaiian coffee fruit of Kona – the #1 premium coffee in the world.
- Because our processing plants are so close to the fields, we can utilize fully ripe fruit to produce our products.
- Today's thriving global coffee culture already embraces Hawaiian coffee giving KonaRed™ Coffee Fruit instant brand awareness.
- Available in Whole Powder, Freeze Dried Powder, 14 Mesh Powder and Liquid Concentrate.

Exciting End Products

- KonaRed™ Coffee Fruit products are the perfect energetic/anti-oxidant enhancement for: Coffees & Teas, Energy & Brain Beverages, Energy & Nutrition Bars, Nutritional Supplements, Powdered Protein & Green Drinks, Beauty & Cosmetic Products and much more.

¹Tested by accredited institute Brunswick laboratories. Based upon USDA.gov ORAC measurements.

²2005 Study by Chemistry Department of University of Scranton in Pennsylvania.

³Allure Magazine, January 2005 issue

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Known Health Benefits of the Coffee Fruit

Whole Fruit Powder, Freeze Dried Powder, 14 Mesh Powder & Liquid Concentrate

- High ORAC, Natural, Fruit-Source Antioxidants (Coffee Polyphenols)
- Contains 5 Top-Tier Phenolic Acids in a “Natural-by-Nature” Combination
 - Chlorogenic Acid-Antioxidant with anti-inflammatory properties
 - Caffeic Acid-Antioxidant with anti-inflammatory properties
 - Ferulic Acid-Antioxidant and reactive toward free radicals such as reactive oxygen species (ROS)
 - Quinic Acid-Antioxidant with anti-viral properties, (the active compound in Tamiflu)
 - Trigonelline-Antioxidant with anti-bacterial properties
- It is generally believed that Coffee polyphenols:
 - Neutralize toxic free radicals
 - Help protect against systemic oxidative stress
 - Help reduce the incidence of oxidative pathologies such as coronary heart disease, inflammation and possibly even certain cancers
 - Provide health benefits associated with glucose management, Type 2 Diabetes and Metabolic Syndrome, depression and anxiety and oral health
- Additional Health Benefits:
 - Contains healthy Poly-saccharides (including mannans and arabinogalactans) & Oligo-saccharides
 - Very complex carbohydrates with a multitude of biological functions
 - Oligo-saccharides aid gastrointestinal microflora
 - Five of the eight Essential Mono-saccharides (mannose, galactose, fucose, xylose, & glucose), which are believed to be:
 - Building blocks of all biological communication
 - Essential for proper immune system function

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Nutritional Information

Fat	4.8%
Protein	9.9%
Moisture	5.9%
Ash	8.2%
Carbohydrates	71.2%
Calories	368 g/100g
Sodium	123 mg/100g
Cholesterol	Non-Detectable
Saturated Fats	2%
Trans Fats	Non-Detectable
Dietary Fiber	52.6%
Sugar	Non-Detectable
Vitamin A	567 IU/100g
Vitamin C	Non-Detectable
Calcium	326 mg/100g
Iron	13.1 mg/100g

This nutritional information was generated by Food Quality Labs of Honolulu, HI, an independant lab testing firm.

ORAC Levels

Whole Powder	24,400/100g
Concentrated Extract	109,200/100g

Nutrition Facts

Serving Size: 2g
Servings Per Container:

Amount per Serving

Calories 7.4

Calories From Fat 0.9

	% Daily Values*
Total Fat 0.1g	1.6%
Saturated Fat 0.04g	2%
Trans Fat 0g	0%
Cholesterol 0mg	0%
Sodium 2.5mg	0.1%
Total Carbohydrate 1.4g	0.5%
Dietary Fiber 1g	4%
Sugars 0g	0%
Protein 0.2g	

Vitamin A 0.2% • **Vitamin C** 0%
Calcium 0.7% • **Iron** 0.14%

* Percent Daily Values are based on a 2000 calorie diet.
Your daily values may be higher or lower depending on your calorie needs:

		Calories	2,000	2,500
Total Fat	Less than	65g	80g	
Sat Fat	Less than	20g	25g	
Cholesterol	Less than	300mg	300mg	
Sodium	Less than	2,400mg	2,400mg	
Total Carbohydrate		300g	375g	
Dietary Fiber		25g	30g	

Calories per gram:

Fat 0.45 • Carbohydrates 0.7 • Protein 0.1

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