

P R E M I U M C O F F E E



Cafézia®

E N J O Y T H E B E N E F I T S



Cafézia a coffee with benefits!

Cafézia is 100% premium organic Arabica coffee. Its coffee beans are of the highest quality and infused with organic herbs.

Cafézia is organic and Fairtrade certified. Grown in the high altitudes of plantations in Peru and Honduras, ensures this coffee's delicate, sweet and aromatic taste. Cafézia is a rich and intense coffee. A taste caresses one's senses and stimulates the mind and creativity.

PERU

Our Peruvian coffee beans are grown on the eastern slopes of the Andes in the central area between the provinces of Chan Camayo and Satip. In addition to its exceptional beauty and remarkably pristine and natural surroundings, this area has optimum conditions for producing organic coffee beans of the highest quality. Peru boasts the largest number of certified Rainforest Alliance coffee plantations in the world.

HONDURAS

Our Honduran coffee beans are grown in the shade of large trees, positively effecting the quality of

our product. This also accounts for its full-bodied nature and pleasing acidic aroma. Given the mountainous terrain and abundance of trees, the coffee is harvested by hand. Honduras produces only Arabica coffees. These coffee beans are often classified as gourmet.

Cafézia coffee is made up of only Arabica blend beans grown at altitudes between 1200 and 1800 m.

Harvesting is completely manual. Only perfectly ripe red berries are picked. The processing of the coffee on the plantation is carried out using a wet technique which yields '*washed*' coffee. This method produces a better-quality coffee resulting in a richer and more refined aroma. Cafézia coffee is velvety and ripe in taste. Its strong aroma of complex flavours is comprised of tropical fruits, floral scents, and the aroma of herbs, all lending a refreshing finish.



Origin & roasting



HIGH QUALITY COFFEE BEANS TRAVEL FROM THE PLANTATION DIRECTLY TO THE PLANT FOR ROASTING. CAFÉZIA COFFEE IS ROASTED FROM SMALL QUANTITIES OF FINE ARABICA BEANS, MAINTAINING ITS FRESHNESS, AND EXCELLENT TASTE. HAND PACKING FOLLOWS, FURTHER ENHANCING THE EXCEPTIONAL QUALITY OF THE FINAL PRODUCT. THIS QUALITY IS ATTENTIVELY MAINTAINED AND SCRUTINIZED IN MODERN LABORATORIES.

Cafézia coffee was developed in Canada by *Dr. Tomas Dobransky*, a neuroscientist by background. His innovative approach solved the issue of caffeine's negative impact on the human body.

CANADA

The coffee is produced in Canada by Cafézia Canada in collaboration with *Heritage Coffee Company* in London, Ontario.

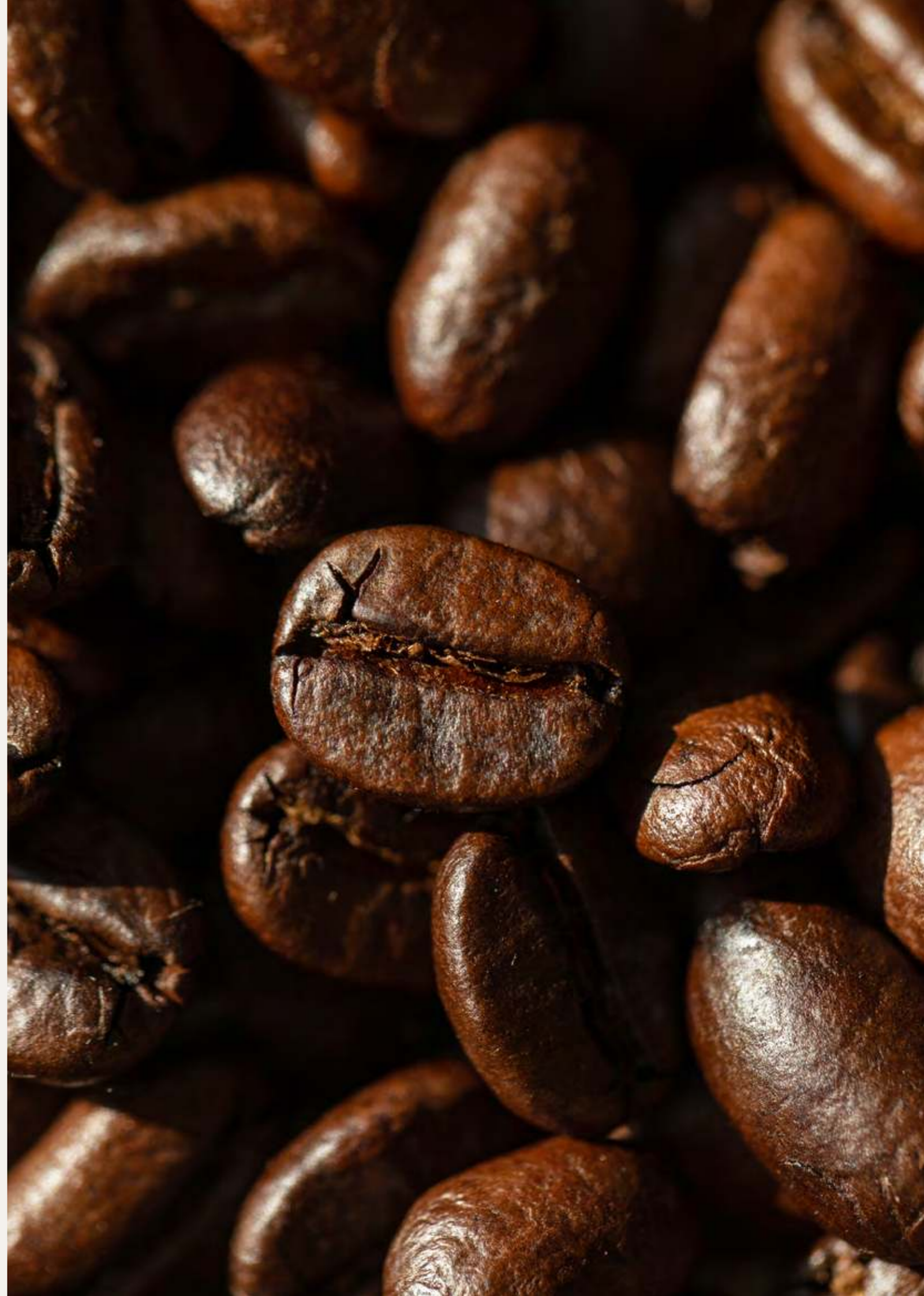
With 30 years of coffee roasting tradition, this company is one of the best coffee roasters in North America. It utilizes the high-tech roasting and packaging techniques essential for producing coffee of the finest quality, offering premium gourmet coffees from around the world. Cafézia processes only *Fairtrade certified coffee, organic in origin.*



Dr. Tomáš Dobránský

EXPANSION

Following the model and utilizing the original recipe, of the Canadian Heritage Coffee company, the roasting of Cafézia has expanded into the European market place. Its initial launch is in Slovakia. Its meticulous roasting and packaging technologies, combined with the passion and enthusiasm for the coffee itself, ensures that Cafézia will bring a new dimension into the European world of coffee consumption.





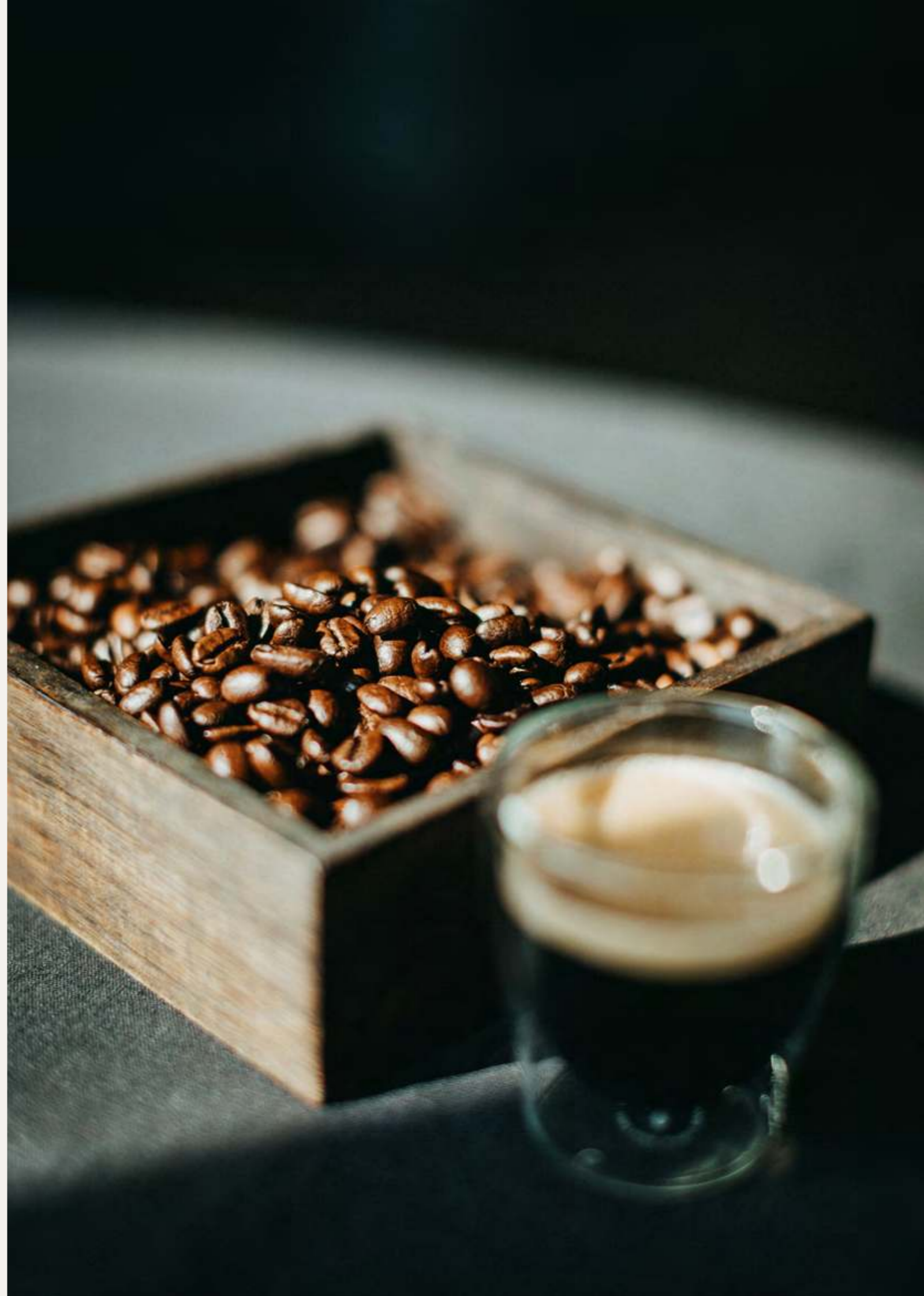
Caffeine vs. Dopamine



CAFÉZIA COFFEE COMBINES THE FINEST FRESHLY ROASTED ARABICA WITH A SMALL QUANTITY OF HERBS, REDUCING OR ELIMINATING THE POSSIBLE SIDE EFFECTS OF CAFFEINE AND THE ACIDIC COMPONENTS OF COFFEE.

Caffeine is the main stimulating component of coffee. Stimulating the central nervous system, caffeine has both health benefits and negative effects on human physiology. Benefits in the short term include an *increase in dopamine* activities (a neurotransmitter that activates the pleasure center in a specific area of the brain, providing both a mental and physical boost).

However, long-term effects, such as headaches, fatigue, high blood pressure, insomnia, and tremors, may occur due to a *reduction in dopamine levels* after the initial release into the tissues involved. In addition, after coffee ingestion, caffeine and acids from the coffee roasting process can cause stomach problems or even sudden nausea.





Cafézia®

Organic coffee is infused
with *Organic* herbs



THE SIDE EFFECTS OF CAFFEINE AND
THE ACIDIC COMPONENTS OF COFFEE
CAN BE SUCCESSFULLY REDUCED OR
ELIMINATED BY ALKALOIDS EXTRACTED
FROM ORGANIC HERBS.

Cafézia coffee contains the same herbs that have been used for thousands of years in Ayurvedic medicine, and the medicine practises of Indigenous peoples of Asia and North America to help maintain positive body health and beneficial effects.

These three herbs, combined with the antioxidant properties of Arabica, both enhance the effects of coffee, and increase the quality

and enjoyment of this beverage. The three organic herbs added to Cafézia coffee are Hyssop, Yerba Mate and Sweet Woodruff - plants that have been known for generations for their health benefits.

These herbs are added to the coffee in very small quantities, skillfully blended to ensure optimum flavor and preservation of the benefits of the effects traditionally associated with them.





The herbs in Cafézia® fulfill two basic tasks:

- They lower the acidity by increasing the pH of the brewed coffee. Enjoying this coffee thus does not stress but rather supports the digestive process.
- The herbs regulate the metabolism of caffeine by alleviating some of its undesirable effects, such as heart palpitations, excessive sweating or headaches.

In addition to the positive effects of medicinal herbs, in combination with coffee, they increase its antioxidant properties, improving its quality and excellence and ensures a positive effect on the immune system and metabolism in the human body.

The uniqueness of Cafézia rests in its higher pH value thanks to alkaloids extracted from plants and therefore does not lead to over-oxygenation of the body.

For all of the above reasons, coffee lovers can enjoy their favourite drink even more.

WHAT SETS CAFEZIA APART FROM OTHER COFFEES?

Cafézia is more than just a high-quality product - it is a unique coffee. This very special coffee can be consumed at any time of the day or night without side effects. Enjoyment comes to:

- Anyone who wants to enjoy a cup of coffee at any time of the day, after lunch, after dinner or before bed.
- Anyone who has reduced their consumption or stopped drinking coffee altogether due to caffeine intolerance.
- All athletes who are not willing to give up a good coffee before and after physical activity.

- Anyone formerly told to eliminate coffee due to their suffering from,
- High blood pressure,
- Insomnia,
- Alzheimer's disease, Parkinson's disease, Sclerosis multiplex,
- Pregnancy, breastfeeding women,
- Allergies and the presence of histamine intolerance,
- Skin diseases),
- Metabolic disorders related to gastrointestinal diseases (Crohn's disease, intestinal polyps, gastric ulcers, tumors, coeliac disease, phenylketonuria),
- Mental disorders - anxiety, depression, psychosis, insomnia.

Cafézia is a unique coffee that offers even more pleasure because it is healthy.

Cafézia - coffee with herbs is the result of an extraordinary combination of gourmet taste, traditional and beneficial medicinal herbs and a scientific approach to the study of the ideal effect of this product.

Cafézia utilizes an innovative way of modifying the effects of caffeine, which has been the focus of extensive research in laboratories around the world.

ADDITIONAL BACKGROUND

Cafézia is a registered trademark ®.

**The effects of Cafézia are provided in general terms and it is advisable to consult Dr. Dobransky or your doctor about the consumption of Cafézia.*

Ratio of the amount of coffee and herbs:



HYSSOP
Hyssopus officinalis



SWEET WOODRUFF
Galium odoratum



YERBA MATE
Ilex paraguariensis



Certifications



THE QUALITY AND SELECTIVITY OF THE INDIVIDUAL RAW MATERIALS AS WELL AS THE READY-MADE CAFÉZIA COFFEE PRODUCTS ARE BACKED BY SEVERAL INTERNATIONAL CERTIFICATIONS



The EU ORGANIC logo provides the products with a coherent visual identity of ORGANIC products cultivated in the European Union. This allows consumers to better recognize ORGANIC products and helps growers to offer them throughout the EU. Inspection and certification are carried out by EKO-Kontrol SK, Ltd. (SK-BIO-004) in accordance with the legislation in force.



The FAIRTRADE mark indicates that products meet the social, economic and environmental standards set by Fairtrade International. It informs customers, that growers have received a fair and stable purchase price for their work, which covers the costs of sustainability of their cultivation. By purchasing products with the FAIRTRADE label, customers are contributing to improving the living conditions of small-scale growers in the Global South (the so-called developing countries).





Cafézia® products

DARK ROAST,
INTENSE FLAVOUR



NOTES OF DARK CHOCOLATE
AND CARAMEL

MEDIUM ROAST,
DELICIOUS FLAVOUR



NOTES OF DARK CHOCOLATE
AND NUTS

LIGHT ROAST,
DELICATE FLAVOUR



FRUITY
NOTES





Cafézia® products



- lowest caffeine content
- notes of dark chocolate and caramel

Dark roast

DARK ROAST – INTENSE, SUBSTANTIAL FLAVOUR, NOTES OF DARK CHOCOLATE AND CARAMEL



Dark Roast coffee (French roast), has the lowest caffeine content. This caffeine is released gradually and at the same time eliminated from the body more slowly. The rich, full-flavoured coffee (ranging from a buttery to syrupy quality) is

surprisingly smooth while retaining the excellent bitter notes expected from dark roast coffee. One can taste undertones of dark chocolate and caramel. An ideal way to start the day flavourfully, with the benefit of herbal enhancement.

PACKAGING
125 g*/250 g – ground | ground mocha | ground espresso
125 g*/250 g/1000 g – coffee beans



- the highest amount caffeine
- delicate, alluring flavour, fruity notes

Light roast

LIGHT ROAST – DELICATE, ALLURING FLAVOUR, FRUITY NOTES



Light Roast boasts sweet fruity notes of citrus and apricots. While roasted to a lighter shade yet containing the highest amount caffeine, a cup will

bring you a buzz after the first few sips. Cafezia Light Roast is a sumptuous end to any meal.

PACKAGING
125 g*/250 g – ground | ground mocha | ground espresso
125 g*/250 g/1000 g – coffee beans

*125 g – Sample material/order only.



- especially recommended for athletes
- notes of dark chocolate and nuts

Medium roast

MEDIUM ROAST – EARTHY, EXOTIC FLAVOUR, NOTES OF DARK CHOCOLATE AND NUTS



Medium Roast coffee with medium caffeine content is earthier and subtly reminiscent of nuts and dark chocolate. Medium Roast is especially recommended for athletes who wish to enjoy a delicious coffee before training. During exercise

Cafezia Medium Roast does not strain digestion and provides energy without frequent heartburn. The yerba mate herb in this blend prevents the formation of lactic acid and the manifestations of post-workout fatigue.

PACKAGING
125 g*/250 g – ground | ground mocha | ground espresso
125 g*/250 g/1000 g – coffee beans



Preparation methods

DARK • MEDIUM • LIGHT ROAST	Beans		all preparation types	
	Ground		french press, V60-Hario, drip coffee maker	
	Ground Moka		moka pot	
	Ground Espresso		lever coffee machine	



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