

# Kairoz Coffee

*Organic and Fair Trade*

INFRARED-ROASTED COFFEE – GROUND



Introducing infrared-roasted Kairoz Coffee. This premium blend is carefully selected from the finest coffee beans. The infrared roasting technique brings out the coffee's rich and bold flavors, like no other roast. With its smooth and well-balanced taste, this coffee is a true masterpiece of the roaster's art. Get your hands on this exclusive blend and treat yourself to a truly exceptional coffee experience.

Infrared-roasted organic coffee has numerous health benefits. It is known to contain more antioxidants than conventional roasted coffee, which can help protect your body against the damaging effects of free radicals. Additionally, infrared-roasted coffee contains higher levels of caffeine, allowing you to get a boost of energy without drinking as much coffee. It may also help improve digestion, reduce inflammation, and reduce bad cholesterol and triglycerides in the body.

Fair Trade certification is essential for promoting fairness, sustainability, and social responsibility in the coffee industry. It provides a platform for small-scale coffee farmers to earn a decent income, while also promoting sustainable farming practices and community development initiatives. By choosing Fair Trade coffee, consumers can make a positive impact on the lives of coffee farmers and help to build a more just and sustainable world. Infrared roasting of coffee is an eco-friendly method of coffee roasting that requires less energy, produces fewer emissions, and can result in a more consistent and flavorful coffee. By using this method, coffee roasters can reduce their environmental impact and contribute to a more sustainable future.

## Truly Exceptional Coffee Experience!

### BENEFITS MAY INCLUDE:

- Boosts Energy and Antioxidants
- Helps Reduce Inflammation and Bad Cholesterol
- Easier to Digest (due to reduced acidity)

### PRODUCT DETAILS:

- Infrared-Roasted Coffee; USDA Organic
- Superior Aroma and Flavor with notes of Chocolate, Caramel, and Citrus
- Fair Trade Certified; Eco-Friendly

**For more information, contact a B-Epic Independent Brand Partner.**

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## Infrared-Roasted Coffee

### PRODUCT DETAILS



**SUGGESTED USE:** Brew the coffee to your preference. For example, 12 cups of brewed coffee generally requires 12-24 tablespoons of ground coffee (depending on strength preference).

**CAUTION:** Consult your physician before taking this or any health supplement, especially if you are pregnant or nursing, have a medical condition, are taking prescription drugs, or are under the age of 18.

**STORAGE:** Store in a cool, dry place to maintain freshness.

**MADE IN USA with coffee beans sourced from Brazil**

USDA Organic and Fair Trade Certified

Manufactured in a cGMP certified and FDA registered facility and third-party tested.

*These statements have not been evaluated by the USFDA nor SAHPRA. This product is not intended to diagnose, treat, cure, or prevent any disease.*

*Individual results will vary. Best if taken as part of an overall healthy lifestyle. As with many health supplements, consistent use is key to maximizing the benefits.*



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## Infrared-Roasted Coffee



## ADDITIONAL DETAILS

### Benefits of Infrared-Roasted Coffee

Infrared coffee roasting is believed to be a better roasting method than traditional coffee roasting, as it preserves more antioxidants and other healthful compounds present in coffee beans.

Traditional coffee roasting methods use high temperatures, which can cause a significant loss of antioxidants and other beneficial compounds during the roasting process. However, infrared coffee roasting is a more advanced technology that uses infrared rays to roast coffee beans.

Unlike traditional roasting, infrared roasting achieves a consistent and even roast across all coffee beans. This ensures optimum flavor and aroma retention, leading to a better tasting brew. Also, infrared waves penetrate the beans more effectively, allowing for a more thorough roasting process in a shorter period, which minimizes over-roasting and hence the loss of nutrients in the beans.

The infrared roasting process results in a higher concentration of chlorogenic acid, a powerful antioxidant found in coffee. Antioxidants are essential in neutralizing free radicals in our bodies, reducing the risk of diseases like cancer, diabetes, and heart disease.

Furthermore, infrared coffee roasting is an eco-friendlier alternative to traditional coffee roasting. While traditional roasters emit harmful particles and gases into the atmosphere, infrared roasters are more energy-efficient and emit fewer harmful pollutants.

In summary, infrared coffee roasting is a better option than traditional roasting as it preserves the healthful compounds of coffee, improves flavor and aroma, and is more environmentally friendly.

***Here are some of the potential health benefits associated with infrared roasted technology:***

**Increased Antioxidants:** Infrared technology preserves more antioxidants, including chlorogenic acid, which has been shown to have many health benefits such as reducing inflammation, blood sugar levels, and blood pressure.

**Reduced Acidity:** Infrared roasting methods reduce the acidity of coffee, which is good news for those with sensitive stomachs or acid reflux.

**Enhanced Aroma and Flavor:** Infrared coffee roasting ensures a consistent and full roast, resulting in a better aroma and taste of coffee. It brings out the natural sweetness and caramelization in the beans, resulting in a smoother and fuller flavor profile.

**Improved Digestion:** The low-acid content of infrared-roasted coffee makes it easier to digest and reduces stomach discomfort and bloating.

**Reduced Risk of Inflammation:** Just like any other food that's rich in antioxidants, coffee roasted using infrared technology can help to reduce inflammation, often the root cause of many chronic health conditions.

**More Eco-Friendly:** Infrared roasting technology uses less energy, produces fewer pollutants, and emits fewer greenhouse gases, making it more environmentally friendly than traditional roasting methods.