



CHOFFY

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## HEALTH BENEFITS of CHOFFY

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DEVELOPMENT

Choffy is made from 100% cacão beans (also known as cocoa beans), roasted to perfection. All the antioxidant value, mineral benefits, neurotransmitter rejuvenating properties, and overall health-giving qualities of chocolate are found naturally in cacão beans. No sugar, no dairy, no chemicals. Just one ingredient: cacão.

The cacão bean is one of nature's most fantastic superfoods due to its mineral content and wide array of unique and varied properties. Since many of the special properties of cacão are destroyed or lost in the process of making chocolate, we feel that planet Earth's favorite food is still unknown to most of us.

While Choffy uses roasted cacão beans, many of the health benefits found in its natural state are still preserved, allowing us to deliver a healthy and delicious product that will easily fit into most every lifestyle. This document describes many of the health benefits of the cacão bean that survive the roasting process.

### CACÃO BEANS ARE EXTRAORDINARILY NUTRITIOUS

Cacão is the Best Natural Source of the Following Nutrients:

**Magnesium:** Cacão appears to be the #1 source of magnesium of any food. Magnesium is one of the great alkaline minerals, helping to support the heart, brain, and digestive system. In addition, Magnesium balances brain chemistry, builds strong bones, and is associated with more happiness. The most deficient major mineral on the Standard American Diet (SAD), over 80% of Americans are chronically deficient in Magnesium.

**Iron:** Cacão contains a significant amount of iron per serving. Iron, a critical mineral in nutrition, is part of the oxygen carrying protein called hemoglobin that keeps our blood healthy.

**Chromium:** Chromium is an important trace mineral that helps help to maintain a healthy blood sugar level. Nearly 80% of Americans are deficient in this trace mineral.

**Anandamide:** Anandamide is an endorphin that the human body naturally produces after exercise. Anandamide has only been found in one plant—cacão. Anandamide is known as "the bliss chemical" because it is released while we are feeling great. Cacão contains enzyme inhibitors that decrease our bodies' ability to breakdown anandamide. This means that, when we eat cacão, natural anandamide or cacão anandamide may stick around longer, making us feel good longer.

**Theobromine:** Cacão usually contains about 1% theobromine. Theobromine is a chemical relative of caffeine but is not a nervous system stimulant. Theobromine dilates the cardiovascular system making the heart's job easier. This is one of the major reasons why cacão is an important part of a heart healthy diet. Theobromine also has been shown to strengthen the enamel of the teeth

**Antioxidants:** Cacão contains the highest concentration of antioxidants of any food in the world. These antioxidants include polyphenols, catechins, and epicatechins. By weight, cacão has more antioxidants than red wine, blueberries, açai, pomegranates, and goji berries **combined**.

*(per [www.medicalnewstoday.com/articles/9566.php](http://www.medicalnewstoday.com/articles/9566.php) a serving of wild blueberries has 6713.5 I.U. and cultivated blueberry's have 4509.5 I.U. of antioxidants. In comparison 8 oz. of brewed Choffy has 8520 I.U. of antioxidants)*

#### **CACÃO ALSO CONTAINS THE FOLLOWING IMPORTANT NUTRIENTS:**

**Manganese:** Manganese is an essential trace mineral. Manganese helps assist iron in the oxygenation of the blood and formation of hemoglobin.

**Zinc:** Zinc is an essential trace mineral. Zinc plays a critical role in the immune system, liver, pancreas, and skin. Additionally, zinc is involved in thousands of enzymatic reactions throughout the human body.

**Copper:** Copper is an essential trace mineral. Copper is found naturally in plants with vitamin C. In the human body, copper helps to build healthy blood.

**Phenylethylamine:** Phenylethylamine (PEA) is found in abundance in cacão. PEA is the chemical that we produce in our bodies when we fall in love. This is likely one of the main reasons why love and chocolate have such a deep connection. PEA also plays a role in increasing focus and alertness.

**Tryptophan:** Tryptophan is an essential amino acid that is transformed into important stress-protective neurotransmitters including serotonin and melatonin.

**Serotonin:** Serotonin is the primary neurotransmitter in the human body. Serotonin is similar in its chemistry to tryptophan and melatonin. Serotonin helps build up our "stress defense shield."

#### **DOES CHOFFY CONTAIN CAFFEINE?**

Contrary to popular opinion, cacão is a poor source of caffeine. A typical sample of cacão beans will yield anywhere from zero caffeine to 1,000 parts per million of caffeine (less than 1/20th of the caffeine present in coffee). Unlike caffeine, Theobromine will give you a noticeable increase in energy without making you feel nervous and jittery.

In February 2008, Dr. Gabriel Cousens discovered in clinical tests on healthy people that cacão does not elevate blood sugar in the same way as caffeine containing foods or beverages. In fact, Dr. Cousens found that cacão has less of an effect on blood sugar than nearly any other food.

#### **WHAT IS CACÃO?**

Cacão is the seed (nut) of a fruit of an Amazonian tree that was brought to Central America during or before the time of the Olmecs. Cacão beans were so revered by the Mayans and Aztecs that they used them as money!

In 1753 Carl von Linnæus, the 18th-century Swedish scientist, thought that cacão was so important that he named the genus and species of this tree himself. He named this tree: Theobroma Cacão, which literally means "Cacão, the food of the gods."

There is no evidence to implicate cacão bean consumption with obesity. Cacão is actually one of the great weight loss foods because within its extraordinary nutrition profile it contains the minerals and molecules that help curb appetite.

#### **SUMMARY**

Incorporating Choffy into your daily diet can help you take advantage of the many benefits native to the cacão bean and assist you in leading a healthier and happier life.

*We offer a special thanks to David Wolfe, renowned nutritionist, professor, and author of several books, for allowing us to use information from his recent publication, [Naked Chocolate](#), with co-author Shazzie. For more information on David Wolfe, go to his website at [www.davidwolfe.com](http://www.davidwolfe.com). Please note that David Wolfe is not affiliated with Choffy.*