A large, semi-transparent pink silhouette of a turkey is centered in the background of the slide.

THE FACTS ON COFFEE ACIDITY

RESEARCHER BIOGRAPHY

- Dr. Takayuki Shibamoto, a professor of environmental toxicology at University of California at Davis, was the 1st research to discover that coffee is high in beneficial antioxidants that can help prevent cancer.
 - Notes from Past Research
 - Research by Shibamoto has shown that brewed coffee shares the antioxidative properties found in vitamins C and E. As the body's cells metabolize energy and use oxygen, they produce dangerous molecules called free radicals. Most free radicals, which can mutate genes and eventually lead to cancer, are absorbed by the body's natural supply of enzymes called antioxidants. A variety of fruits and vegetables are loaded with antioxidant compounds, such as vitamins C, E and beta carotene.

PUROAST® RESEARCH FACTS

- Puroast 7 times less pH level than leading brands
- The key acid group, diCQA, a source of bitterness, is on average 70% lower in Puroast®

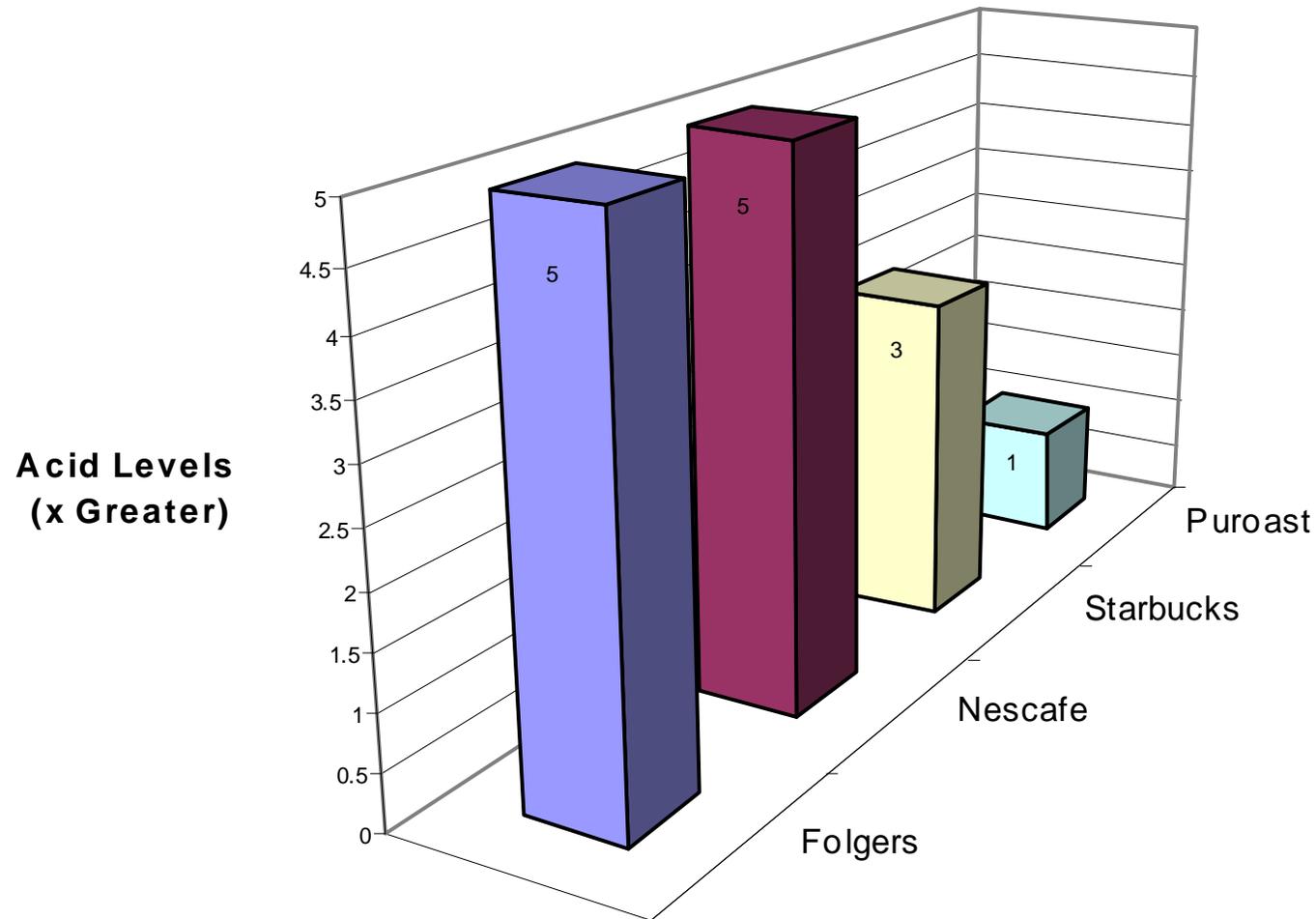
	Total diCQA (ug/ML)	Puroast (% less than)
Puroast	50.7	(-)
Brand A	146.2	(-65%)
Brand B	180.9	(-72%)
Brand C	123.6	(-59%)
Brand D	184.1	(-72%)

- Research conducted by Dr. Takayuki Shibamoto, a chemist and professor in the Department of Environmental Toxicology at the University of California – Davis. Publishing Date – March 2006

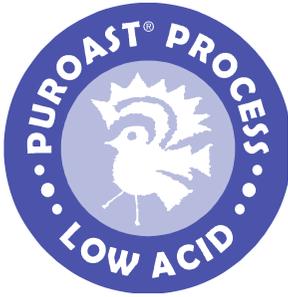
Dr. Shibamoto's Research

- Dr. Taka Shibamoto research shows that Puroast® pH is 5.99 and the average of all other leading brands is 5.1 – a 7-fold *reduction* in acidity
- The key acid group, diCQA, a source of bitterness, is on average 70% lower in Puroast®

Factor Greater Acid Levels than Puroast



Research conducted by Dr. Taka Shibamoto, University of California, Davis.
March – November 2005



DR. SHIBAMOTO INTERVIEW

- “My research shows Puroast to be between 50% and 75% lower in acid concentrations compared to other leading coffee brands”.
- “Acid concentration determined by pH measurement is the most important factor relating to stomach irritation with coffee consumers”.
- “There is strong potential for low acid coffee in Europe and Japan in addition to the United States. The same physiological issues are common to people throughout the world”.

Interview conducted with Dr. Takayuki Shibamoto at the University of California in Davis, April 2006