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Healthful coffee: Phenolaeis launch boosts cognitive and cardiovascular health

Formulating its Palm Fruit Bioactive complex ingredient into functional coffee crystals, the company adds mind and body benefits.



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27 Aug 2020 --- A supplier of sustainable Palm Fruit Bioactive Complex (PFBC), Phenolaeis, is developing a functional coffee with added wellness benefits, hailed as providing a smoother taste and mouthfeel. Just ten months after the company was created from [Grupo AEn and ECOM joining forces](#), Phenolaeis says it's on the verge of diversifying the choice of coffee available on the US market as PFBC adds cognitive, cardiovascular and sports nutrition support.

Following a 15 year development period, PFBC is now produced in Mexico using production methods that respect the people and planet, according to



Phenolaeis.

The functional coffee, available now for white labeling, will attract multiple coffee-drinking demographics, while industry testing of PFBC in coffee has resulted in positive feedback, says the company. This means that short runs are now available for companies to test consumer appeal for themselves.

Phenolaeis also states that this is the first of many product innovations for 2020.

A closer look at PFBC

PFBC is derived from the oil palm fruit using solvent-free, minimally processed handling. This water-soluble, non-GMO plant complex is composed of at least five natural polyphenols, fibers, carbohydrates and protein. Its soluble fiber is a carrier of various bioactive components.

PFBC activates a wide range of antioxidant pathways and has the potential to improve wellness, according to research studies. Antioxidant pathways are known to support the immune system, cardiovascular and cognitive health.

Going beyond taste

Adding PFBC to coffee adds mind and body benefits beyond better overall taste, stresses Phenolaeis. Key benefits include the following:

- **Enhanced nutrition:** PFBC adds to already-good-for-you coffee with antioxidants, water-soluble polyphenols and shikimic acid.
- **Better mouthfeel:** Adding PFBC to coffee minimizes astringency and improves mouthfeel. There's a noticeable increase in richness and boldness while smoothing the flavor. Bitter notes are diminished.
- **Easy to use:** PFBC is fully incorporated into the coffee crystal formulation developed between Phenolaeis and Cafesca. There's nothing to be shaken or that needs to be added.
- **Stevia synergy:** For coffees sweetened with stevia, PFBC works well, rounding out the metallic or licorice aftertaste.

The new functional coffee in a freeze-dried presentation contains 5 percent PFBC, the recommended dosage to ensure each serving delivers the PFBC health benefits.

The company says that it offers immediate white labeling opportunities and that functional PFBC coffee is suitable for glass bottle packaging as well as single servings, stick packs, box, bags and sachets. PFBC can also be mixed in roasted and ground coffee (regular and decaf) as well as liquid.

An array of applications

Flavors, such as chocolate, can easily be blended into the base formula crystals without changing their appearance, while additional functional ingredients, such as fiber, can also be blended into the base formula crystals without changing their appearance. Cream and other liquids can also be incorporated.

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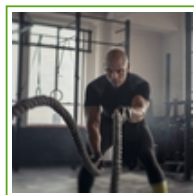
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