

Gouda tea.

[www.goudatea.com](http://www.goudatea.com)

A unique herbs & spices enriched recipe,  
that combines “Health” with “Taste.”

A product of  
**Optimum Green Canada**  
[www.optimumgreen.com](http://www.optimumgreen.com)

Business presentation.

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### *Tea, revisited:*

Tea has great health values that should be optimized and conditioned. The knowledge provided by today’s analytical pharmaceutical chemistry and medical research, allow us to enhance and control these benefits, by using the same natural compounds found in spices and herbs. The right combination of specific herbs and spices, treated in a specific proportions, will provide an optimum health value, and the bonus of a great taste.

### *The story behind the product:*

Dr. Paul Gouda, of Optimum Green Laboratories “[www.optimumgreen.com](http://www.optimumgreen.com)” owned a separate entrepreneurship; a hospitality business. In his free time, he enjoyed hosting parties for fellow scientists, and enjoyed his hobby and interest in exotic culinary art. He experimented with the use of health herbs to enrich the coffee & tea flavour. There are several Egyptian drinks, made of natural herbs and spices, that have been effectively used for thousands of years for their medicinal - health values. For example, “yansoon” made with anise and fennel seeds’ benefits to eyes health and to pregnant women; and “Karkadeya,” made of rose petals especially hibiscus, with its value in reducing blood pressure. Dr. Gouda looked into the molecular structure of these and other natural several compounds, he further utilized his pharmaceutical chemistry and medical research training to introduce the “health” factor to “taste;” producing a truly different tea.

His tea recipe was met with an incredible success, it became the signature of his hospitality business for 10 years. Even at a near \$10 a cup, people swore they drove for over half an hour from out of town for **Friends’** coffee – in reference to the business, “Friends Dining Lounge.”

It was featured in several district newspapers and a local TV show. Upon request, he later made it available for a takeout package sale. The rather small scale of production, labour cost per patch and the time it took for the treatment of the variety of herbs used, made it a \$50 per-pound-product, and no complaints were ever raised.

The business was sold in 2012 – excluding the right to the tea & coffee recipes, and a businessman approached Dr. Paul Gouda with the advice to commercialize it nationally and eventually globally.

This is the first step towards seeing Gouda coffee & tea on North American chain supermarkets and in chain coffee shops.

In 2013, the patent protection procedures were commenced. Copyrights of the recipes were secured via the Canadian Intellectual property office in Ottawa: tea recipe registration number 1102918.

### **Market demand:**

Over 8 million tons of tea are sold annually. 100 billion cups of tea were served last year alone in North America! One single North American chain American coffee shop business such as Starbucks or Tim Horton's generates a national revenue between 3 to 9 billion dollars annually. Chain supermarkets and other food and hospitality business are also in the billions of dollars. Tea and coffee sale is a major portion of all such records. In fact, tea sales record makes it one of the top 5 food products in the world.

The potential of a new, unique and favourable tea, produced by a medical and pharmaceutical research centre with emphasis on true health value, and an obvious great taste, promises great success.

### **The unique advantage:**

- In a health-conscious society, this product offers true value:
  - Emphasis on health value without compromise to tea taste.
  - A recipe created by a doctor-chemist, and a company that is presenting a revolutionary approach to pharmaceutical health, with its new, safe and effective use of safe hormone-like compounds "see company site."
- The market test success over 10 years of commercial distribution at the local level is a strong reflective sample.
- A wide distribution as a new and a different health product, via chain operations such as major grocery stores, and coffee shops such Star Bucks and Time Hortons; as well as major tea manufacturing and packaging operations such as Red Rose, is a feasible and a promising approach. This product deserves to, and should be on every supermarket shelf and at every major fast food restaurant.

### **About the product:**

The recipe enhances the natural health value in tea, and introduces additional natural elements that enrich both taste and health value. Your cup of tea will taste richer, and will offer you a safe and natural dose of medicinal value. Your cup of tea will be part of your daily vitamins & minerals general health care, assisting you with additional health value in such areas as skin anti-aging, and yes, even prevention of cancer. Certainly this is worth serious consideration. Let us take a look at tea's health value:

- Antioxidant: a substance that helps prevent oxidative damage caused by reactive oxygen or nitrogen species – which is the main cause for cancer and heart disease.
- Phytochemicals: Plant compounds that develops naturally, and play a significant role on preventing cancer and heart disease and boost the immune system. Some phytochemicals in tea are also antioxidants.
- Flavonoids: A polyphenolic phytochemicals that are also antioxidants.
- Flavonols: such as rutin, quercetin and kaempferol, found in tea and fruits and vegetables and are antioxidants.
- Theanine: an amino acid in tea that crosses blood-brain barriers and hence it has psychoactive properties, reducing stress and increasing the level of gamma-aminobutyric acid, serotonin, dopamine and alpha wave activity.
- Epigallocatechin gallate: the main catechin in tea, a strong antioxidant that specifically reduces the formation of esophageal, lung and skin tumors in human cancer.
- Tea contains catechins and the amino acid L-theanine. Catechins when enriched are a much more powerful agent against cancer especially liver and colorectal cases. Theanine, also gamma-glutamylethylamide or 5-Nethyl-glutamine, is an amino acid and a glutamic acid, is the blood-brain barrier recognized by the Food and Drug Administration FDA as a safe GRAS ingredient,

sold in US as a dietary supplement. Theanine, a natural chemical compound, increases dopamine level and promotes, and in fact it was shown to fight symptoms of schizophrenia.

The Optimum Green tea is a mixture of organic black and green tea, with the addition of supplements of natural herbs and spices containing specific natural compounds that enhance their natural existence in tea.

### **Our approach:**

We needed to enhance the good elements in tea in order for the body to have an amount sufficient for the intended benefit. Drinking too much tea is not the answer. For example, while caffeine has its benefits, too much of it contributes to higher blood pressure. Yet, having very little tea a day, means not having enough to benefit from the other good properties in the tea. So, what's the answer? This is where a chemist stepped in, and, with the nature's safe compounds in mind, the formula was created.

The good properties of tea can be taken advantage of, while adding a natural agent present in herbs and fruits such as ethyl acetate to reduce caffeine. Other edible and safe earth products contain or develop trichloroethylene or methylene chloride – all of which reduce the level of caffeine without affecting tea's other good agents.

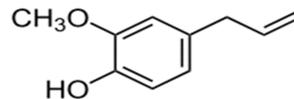
### **So, what did we use?**

- **Elettaria and amomum plants** offer us a pleasantly aromatic flavour that has been used in Egyptian and Turkish coffees for a long time; the use of **green and black cardamom**. Green cardamom's medical benefits include the treatment of infections in teeth and gums, congestion of the lungs and pulmonary tuberculosis, inflammation of eyelids and also digestive disorders. It also is used to break up kidney stones and gall stones, and was reportedly used as an antidote for both snake and scorpion venom.

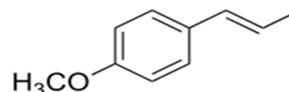
- **Cinnamon** improves the taste of less tasty herbs, aids digestion and is a powerful antibacterial agent. Cinnamomum zeylanicum and cassia help diabetics control the blood sugar. The oils of both contain cinnamic aldehyde. Ceylon Cinnamon has the following medicinal properties: antibacterial, antiviral, antifungal, antioxidant, antinociceptive, and hypotensive to lower blood pressure.

- Illicium verum, commonly called **Star anise**, star aniseed, is a spice that closely resembles anise in flavor, obtained from the star-shaped pericarp of Illicium verum. Medicinal uses included the treatment of rheumatism. Star anise is the major source of the chemical compound shikimic acid, a primary precursor in the pharmaceutical synthesis of anti-influenza drug oseltamivir (Tamiflu). Shikimic acid is a natural, safe compound produced by most autotrophic organisms

- **Cloves**, the Syzygium aromaticum tree of the Myrtaceae family, has impressive health benefits. One look at eugenol, illustrates the chemical porerty of the cloves: It is used in formulas for impotence. It is also used as a tea for hypotonic muscles, including multiple sclerosis.



- **Fennel**, has the compound anethole shown to the right. Again, a chemist would see the Phytoestrogens factor here – being plant-derived xenoestrogens functioning as the primary female sex hormones, not generated within the endocrine system, but consumed by eating phytoestrogenic plants. They are dietary estrogens. The essence of fennel can be used as a safe and effective herbal drug for primary dysmenorrhea.

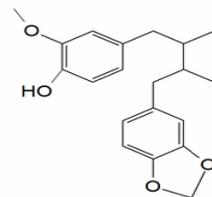


The demonstrated compound shows how Anethole is responsible for the fennel's carminative quality and the treatment of flatulence.

Fennel seeds have an established medical use for eyesight improvement, and the treatment of glaucoma. Fennel is also an effective diuretic used for the treatment of hypertension.

- **Allspice** is not a mix of spices. It is a single dried fruit of the *Pimenta dioica* plant. It is Antimicrobial drug.

- **Nutmeg** is the seed of a tree with an established medicinal use since the fifth century. It contains macclignan (shown on the right) which fights *Streptococcus*.



- **Anise** contains anethole, a phytoestrogen. It has also been used to treat menstrual cramps, and smokers' cough. It has also been found effective in preventing the development of certain skin cancer.

- **Hibiscus** petals; effective in reducing high blood pressure.

- **Berries and bananas extracts**, optional, depending on the method of caffeine reduction, if applied.

**Now, imagine your cup of tea is empowered with such massive medicinal health value, and, tastes even better.**

**A final clarification:** The exact relative ratio of each utilized herb, spice or plant of this recipe, and the way they are put together, is extremely significant. It must be emphasized that many natural "green" plants are toxic to one degree or another. Despite the common use of the listed ingredients, some of them have negative side effect if used in excess or in a wrong ratio to another herb or plant. Remember that all plants, our food, even water, air and our blood and skin, are chemical compounds. For example, a wrong ratio between high cinnamon and low fennel can cause a problem. Visit our site for detailed notes.

The right ratio will offer you a true, effective and a powerful health boost, that can be taken several times daily, all day, or as often as you normally enjoy your tea. Hence, the role of the analytical chemist and the medical research science centre in producing this mixture to offer you optimum benefits and no risk when used all day, is very important.

And, another word of caution. Many health products are misleading and harmful because:

- For commercial cost, they use the whole plant – and, they use very little of it, merely to include its name on the package. In reality, it's a gimmick with no health value.
- They use known harmful chemicals for artificial flavour – meant for low frequency use only.
- They ignore or don't understand the danger of wrong-ratio consumption of a single herb outside a balanced and complete "natural chemistry."

This recipe utilizes approximately 1 gram of the total combined supplementary formula, with approximately 5 grams of organic black & green tea.

The project welcomes retail business, chain supermarkets and restaurants, and tea packaging and manufacturing – as well as independent dealers & distributors.

**We are offering a unique product with great potential.**

**A cup of tea with a scientifically balanced health value, and a rich taste.**

**A truly different product. The health value is real. The taste is real.**

## **Contact info:**

Please contact the indicated marketing agent. Several agents will represent the project in different areas or continents and to different markets such as health stores, supermarkets or chain teahouse operations.

***[Click here to contact a marketing agent.](#)***

Failing to reach an agent, you may write or email:

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