

# GOURMET CAFÉ LATTE

ORGANO™ Gourmet Café Latte helps you to skip the line and prepare instantly a smooth and creamy specialty beverage with the rich and bold flavor of coffee and the powerful benefits of Ganoderma.

## LATTE COFFEE FACTS

- A traditional Italian latte consists of 1/3 espresso, and 2/3 steamed milk.
- Latte is the Italian word for 'milk.'
- October 7th is National Latte Day.
- Novelist William Dean Howells was the first to use the term caffè latte in English in 1867 in his essay "Italian Journeys."
- Though coffee houses in Europe have been serving latte since the 18th Century, it's high popularity in North America began in Seattle in the 1980s.



## A BALANCED MIX OF INGREDIENTS



### COFFEE

Keeps your mind sharp, increases your motor performance, and adds antioxidants to protect your health.<sup>(1)</sup>



### GANODERMA

A great source of fiber, to promote a proper digestive process, and antioxidants, to support your immune system.



### CREAMER

An added hint of sweetness that creates a smooth-textured and comforting beverage.

## LOVE IT A LATTE!

### CHEAPER:

With a value of \$1.01 per cup, saves more money than the average coffee shop latte.<sup>(2)</sup>

### HEALTHIER:

With less fat than the most popular latte brands.

### CONVENIENT:

Saves you time and avoids you making lines at crowded coffee shops.

### FLAVORFUL:

A strong blend of rich coffee and silky creamer that matches the flavor of its competitors.

## PREPARE A SEASONAL CAFÉ LATTE

Mix a sachet of ORGANO Gourmet Café Latte in hot water blend in one of the following ingredients:

- 1 Tbsp pumpkin puree + ½ tsp pumpkin pie spice
- 1 Tbsp caramel sauce
- 4 or 5 fresh mint leaves
- 1 Tbsp hazelnut and chocolate cream
- ¼ cup Crème de menthe or Irish Crème

## MARKET FACTS

Just today, 1.4 billions of coffee cups are being poured around the world, with a yearly 3% increasing trend on the consumption of specialty coffees, such as Latte. Millennials alone represent more than 50% of all the consumers for this beverages.<sup>(3)</sup>

(1) <https://blog.organogold.com/a-cup-of-coffee-for-your-bodys-well-being/>

(2) <https://www.newsday.com/lifestyle/restaurants/chain-coffee-ranked-starbucks-mcdonald-s-and-more-1.11299139>

(3) <https://dailycoffeeneews.com/2014/05/09/2014-coffee-consumer-trends-report-more-gourmet-single-cups/>