

### **Our Mission**

Bitter Melon (*Momordica Charantia*) is renowned for its health properties in Asian, African, and European cultures. We felt strongly that capturing these properties in great tasting beverage products was worth the investment of time and energy.

Our Mission is simple: re-introduce Bitter Melon to the world via products that have delicious taste profiles, natural ingredients, and clinical research support.

### **History**

In 2013, family members were struggling with diabetes and high blood sugar. Several of them were eating Bitter Melon as a natural remedy for high blood sugar. It was at this point we were introduced to “Karela” (the Indian name for Bitter Melon).

Product development began with CARELA Tea Canisters. Bagged tea was created in Sri Lanka by our tea masters and partners at Eswaran Brothers Exports. This process was arduous because Bitter Melon has a natural taste profile that must be calmly subdued.

Product development continued onto bottled beverages within the second full year of research & development. This process took nearly a year, but several blends were successfully created that combined ultra-purified bitter melon extract with natural flavors.

### **Clinical Research**

Plenty of clinical and medical research exists on Bitter Melon. Most of this research has been conducted outside of the USA, and on Bitter Melon the vegetable, not products containing Bitter Melon.

We decided to embark on the first human clinical study using actual CARELA products in the USA. This study yielded very compelling results.

### **Expansion**

2017 is a year of retail and online expansion. We placed CARELA into several small retail chain accounts to gain critical feedback from consumers. Our first full-scale production run will be in May of 2017 for the CARELA Bottled Beverage. The Tea Canisters have been in full production and serving the USA, Asia, and parts of Europe since 2014.



**Key Data**

Co-Founders	Daniel Casanas Ron Reynolds Gloria Reynolds
Senior Advisors	Ganesh Deivanayagam, Executive Director, Eswaran Brothers Andy Stallone, SAS Sales & Marketing
Manufacturing	CARELA Bottled Beverages are proudly made in the USA  CARELA Tea Canisters are blended and carefully hand-packed in Sri Lanka by our partners Eswaran Brothers Exports, one of the first tea companies globally and the first company in Sri Lanka to be certified Carbon Neutral.
Quality Certifications	ISO14001 ISO 22000 HACCP
Headquarters	Westport, Connecticut, USA Miami, Florida, USA Colombo, Sri Lanka
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