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July 24, 2013

Mr. Kerry Sachs
PUROAST COFFEE CO., INC.
PO BOX 1291
Woodland, CA 95776

Dear Kerry:

I am writing to report on research at our laboratories that has analyzed the comparative antioxidant and pH values of various commercial coffee and tea products, including Puroast® Coffee. The rationale for gathering this data is to determine relative acid level and antioxidant value, and whether such differences, if any, relate to roasting methodology.

Our analyses reveal that Puroast® Coffee has on average approximately 5.4 times more relative antioxidant value in comparison to the other leading coffee brands tested. The research also shows that coffee products tested have on average approximately 1.8 times the antioxidant value of the various green tea products analyzed, with Puroast exhibiting 7.7 times the average antioxidant value of these same green teas.

Data also show that Puroast has an average 70% lower acid level compared to the other coffee brands tested.

The study methods included using a well-known antioxidant, BHT (butylated hydroxytoluene) as a standard to measure against for the various coffee and tea products tested.

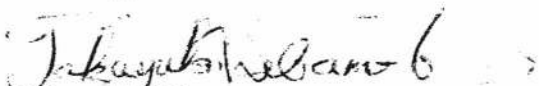
Coffee samples were provided courtesy of Puroast® Coffee Company. The coffee identities were made available after testing.

I and my research team hypothesize that the Puroast roasting method may produce coffee with simultaneously higher pH/lower acid and higher antioxidant levels, and that it is feasible the reduced acid has been converted to antioxidants via this roasting process.

These results are significant to the food technology and chemistry community and I have submitted the findings for presentation at the 246th National Meeting and Exposition of the American Chemical Society (ACS) in Indianapolis later this Fall.

I also believe this is important information for consumers, and that your company can use the findings of this research at your discretion after the ACS presentation.

Sincerely,


Takayuki Shibamoto
Distinguished Professor
Department of Environmental Toxicology
University of California, Davis