It’s all about COFFEE inside!

Up cafe
Brewing up a storm in the market

News & Reviews:
CNI White Coffee with Tiger Milk Mushroom

Think You Know All About Coffee?
Fun Facts you didn’t know!
**Coffee & Health**

Some interesting and fun facts about coffee

**Q: Can caffeine kill you?**

A: Health experts say if you were to drink 80 to 100 cups real fast and all at once, it might kill you! So technically, coffee is not going to kill you. You just may be up all night.

**Q: Can coffee be good for you?**

A: Coffee actually contains important anti-oxidants, which is the way most Americans get their daily fix. Coffee is beneficial at about 1-2 cups per day.

**Q: What makes coffee so bitter?**

A: It is amazing to find that it is actually the anti-oxidants that make coffee bitter. It is not the caffeine.

**Q: What makes a great tasting coffee?**

A: It is all in the roasting and brewing. At 400º degrees of the roasting process, the beans begin to release its oil. This oil strengthens the flavour.

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**Coffee Trivia ‘N’ Fun Facts**

**Coffee Was Discovered By A Goat!**

Yup! You heard right coffee was first discovered by a goat! More specifically, by a young goat herder by the name of Kaldi in the 9th-century. He noticed his goats acting strange when they ate the cherries from the coffee tree so he tried it for himself. This story dates back from the late 16th-century!

**Why Does Coffee Have An Oily Appearance?**

During the roasting process, coffee beans can reach the temperature of 400°F, causing them to “crack.” The beans develop oils in a process called pyrolysis. The outer part of the beans darkens. When the beans “crack” a second time, the hot beans are then dumped from the roaster and cooled immediately, usually with cold air. During the process of roasting coffee beans, coffee oil gathers in pockets throughout the bean. This substance is forced out to the surface of the beans of darker roasts, as moisture is lost. Hence the bean has this oily appearance.

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Consumers nowadays are spoilt for choice by the many varieties of coffee available to them. Let’s take a look at the most popular varieties of coffee:

**Instant Coffee**

Do you want instant or fresh coffee? What’s the difference?

Initially, when you open a jar of coffee, you will notice an aroma that smells like fragrant coffee. But after a few days, that initial aroma will disappear. It certainly doesn’t go into your coffee cup! So what are your other options?

**Coffee Bags**

This is like a tea bag but instead of tea, we have coffee inside the bags that involves steeping the bags of coffee in hot water for a few minutes. Once brewed, the bag is removed from the cup and discarded. The downside is of coffee bags is that you will need a spoon to fish out the bag, and the bag will occasionally drip. This is often somewhat messy.

**One Cup Coffees**

The coffee is packed in a mini-filter. The filter is opened and placed across the cup. Make sure that you use a regular cup size, not a mug. The minus points: (1) you will likely break the ‘handles’ on either side or (2) you will be tempted to pour too much hot water through the filter and you need to clean up the mess afterwards.

**Iced Coffee Drinks**

Found in many convenience stores and supermarkets, these drinks can offer a decent ‘coffee hit’ but are often very sweet. They are very popular in Asia and America, and you can find a wide variety of flavours.

**Fresh Coffee**

These are vacuum packed and pre-ground coffee for filter coffee makers, so the grind is medium to fine. Just pour whatever you need into a filter coffee maker and your brew is ready in a minute!

**Whole Beans**

Many varieties of ground coffee are sold in the supermarket, but you can also find an increasing choice of whole coffee beans in supermarkets. Some supermarkets may also provide you with a grinder so you can grind the beans properly (most likely medium to fine).

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Is there any coffee in instant coffee?

Some people don’t like instant coffee because to them, it does not taste and smell like real coffee. Nevertheless, millions of people cannot live without this drink. In reality, instant drink is fast, efficient and easy to make. The question is - does it contain coffee and how much of it?

Because this product is processed, it has a distinctive taste. Premium quality instant 3-in-1 coffee mixes like CNI’s and UP Cafe’s have real coffee aroma and taste because of the high grade coffee beans used. Furthermore - certain beneficial herbs are added into the coffee to not only give it a distinctive taste but are good for health too. These herbs include Tongkat Ali, Ginseng, Ganoderma and many other revitalising herbs.

**3-in-1 coffee mixes are getting more and more popular because:**

- It is quickly dissolved in the water and is the ideal choice for busy people who are always on the go.
- It saves the hassle in brewing, unlike preparing a cup of gourmet coffee using a coffee machine.
- 3-in-1 coffee mixes also gives that same richness and satisfying taste that brewed gourmet coffee can offer.
Reduced risk of Alzheimer’s disease and Dementia
Those who drank more coffee (defined as 3–5 cups per day) compared with light coffee drinkers (defined as 0–2 cups per day) were found to be less likely to develop Alzheimer’s disease later in life.

Reduced risk of gallstone disease
Drinking caffeinated coffee has been correlated with a lower incidence of gallstones and gallbladder disease in both men and women in two studies performed by the Harvard School of Public Health.

Reduced risk of Parkinson’s disease
A study comparing heavy coffee drinkers (3.5 cups a day) with non-drinkers found that the coffee drinkers were significantly less likely to develop Parkinson’s disease later in life.

Improved Cognitive performance
Many people drink coffee for its ability to increase short term memory recall.

Anti-diabetic
Coffee intake may reduce one’s risk of diabetes mellitus type 2 by up to half. While this was originally noticed in patients who consumed high amounts (7 cups a day).

Liver protection
Coffee can also reduce the incidence of cirrhosis of the liver and has been linked to a reduced risk of hepatocellular carcinoma, a primary liver cancer.

Prevents Cancer
Coffee consumption is also correlated to a reduced risk of oral, oesophageal, and pharyngeal cancer, and liver from cancer. Another preliminary study found a correlation between coffee consumption and a lower risk of aggressive prostate cancer.

Cardio-protective
Coffee moderately reduces the incidence of dying from cardiovascular disease, according to a large prospective cohort study published in 2008.

Antioxidant
Coffee contains the anti-cancer compound methylpyridinium. This compound is not present in significant amounts in other foods. Methylpyridinium is not present in raw coffee beans but is formed during the roasting process from trigonelline, which is common in raw coffee beans.

Prevents Gout
Coffee consumption decreased risk of gout in men over age 40. In a large study of over 45,000 men over a 12-year period, the risk for developing gout in men over 40 was inversely proportional with the amount of coffee consumed.

Blood pressure
A Japanese study from 2011 showed that drinking one or more cups of coffee a day reduced both systolic and diastolic blood pressure in both women and men.
The name UP was selected because it is synonymous with UPLIFTING, an emotional element which the brand aims to relate to. UP brings this emotional element to a higher level as a pursuit to an enjoyable, delectable and healthy lifestyle.

The UP font is represented by bold, strong elements to hold steadfast to its brand promise of aroma, quality, nutritional value and value-for-money benefits. The UP graphic elements together with its modern packaging design embodies a consumer-centric feel that will appeal across all market segments.

Because our coffee beverages are the Star products of CNI, we have positioned the UP Cafe range as a premium brand, conveying an uplifting feel with emphasis on the unique formulation of 100% original premium ingredients, great aroma and health building benefits.

With UP - we envision the brand as our new flagship range that will propel the Company’s image and capabilities upwards and reinforce our position as a key player in the beverage and refreshments industry!
Ginseng Coffee

What is it: Up Cafe is a special blend of fine Arabica coffee beans fortified with exclusive Ginseng extract to energise and give extra health benefits.

What does it do: Panax Ginseng is a well-known potent herb that helps increase stamina and indirectly energises your body.

Tongkat Ali & Ginseng Coffee
Revitalising & Rejuvenating

What is it: Savour the original and rich taste of premium coffee enhanced with Ginseng to give you a daily boost of energy!

What does it do: Ginseng is an effective fatigue fighter and has been an important herbal remedy in traditional Chinese medicine for thousands of years, where it has been used primarily as a treatment for weakness and fatigue. Tongkat Ali or its scientific name, Eurycoma Longifolia is a famous plant in Southeast Asia Region. It is traditionally used as an aphrodisiac and to promote energy and improve general health. Feel and see the instant alertness that helps your brain function optimally.
UP your day

Suri Coffee
The ladies’ choice!

What it is: An exclusive 6-in-1 coffee mix that’s delectably aromatic and infused with health giving herbs, including ginseng, radix angelicae, radix puerariae, manjakani, kacip Fatimah and turmeric.

What does it do: Ginseng fights fatigue, promotes mental clarity and optimal brain function. Radix angelicae (or Dong Quai) regulate the menses, lower lipids and promotes blood circulation. Radix puerariae helps lower blood sugars, relax blood vessels, improve memory and has anti-cancer properties. Manjakani has anti-ageing benefits, aids a woman’s reproductive system and general health. Kacip Fatimah helps tones a woman’s figure, health and vitality whilst turmeric helps reduce skin pigmentation, tones the skin and is great for general health!

TAGG Coffee
Herbal Miracle Coffee!

What is it: Rich, satisfying premium ready to drink coffee that’s combines 3 types of health enhancing herbs: Tongkat Ali, Ganoderma and Ginseng.

What does it do: Ginseng fights fatigue, promotes mental clarity and optimal brain function. Tongkat Ali is a traditional herb well-known among Malays and other aborigines in Malaysia that is known to energise and alleviate fatigue. Ganoderma, rated as “King of Herbs” has been used since thousands of years to help the body attain and restore good health.

Green Tea White Coffee
Go green with health!

What is it: Delicious high grade premium coffee enriched with anti-oxidizing Green tea
What does it do: Green tea and coffee are excellent sources of powerful antioxidant. Green tea is rich in catechin while coffee is rich in chlorogenic acid. Both protect our body and cells from free radical damages, reduces risks of certain cancer and cardiovascular diseases, boosts immunity and has anti-aging properties. Green tea is also helpful in releasing stress and improving psychological well being, reducing the risks of Alzheimer’s disease, boosting oral health and aiding in weight loss.
**BLACK TEA**

Black tea is made from the leaves of the Camellia sinensis plant. The leaves are dried and fermented, giving the tea a darker colour and richer flavour. Black tea contains a number of antioxidants, which helps the body fight free radicals. It also contains quercetin, a substance said to combat inflammation and support a healthy immune function. Regular consumption of black tea is also said to prevent diabetes, cancer and is good for cardio-vascular health.

**HONEY**

Honey is a great natural source of carbohydrates which provide strength and energy to our bodies. Its natural sugars play an important role in preventing fatigue during exercise. Honey contains numerous vitamins such as vitamins A, B complex, C, D, E and K and a host of beneficial minerals, proteins, natural antibiotics and hormones.

**LEMON**

The many health benefits of lemons have been known for centuries. The Ancient Egyptians believed that eating lemons and drinking its juice was an effective protection against a variety of poisons. Lemon is believed to possess strong antibacterial, antiviral, and immune-boosting powers and their use as a weight loss aid because lemon juice is a digestive aid and liver cleanser. Lemons contain many substances - notably citric acid, calcium, magnesium, vitamin C, bioflavonoids, pectin, and limonene - that promote immunity and fight infection.

So up your day with CNI UP TEA Honey Lemon Tea - the natural thirst quencher that’s good for your body! Just add a convenient sachet into a glass cool water to enjoy its amazing goodness!

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**Teh Tarik**

Pulled tea that’s full of healthy, zesty goodness

The adorable, affable, delicious and must have teh-tarik. It’s truly a Malaysian concoction literally means “pulled tea”. The drink is prepared using out-stretched hands to pour piping hot tea from a mug into a waiting glass. The higher the ‘pull’ the thicker the froth. Often found in Indian hawker stalls or restaurants, the teh tarik is now available in UP latest addition to its very popular range of beverages.

Yes! You’ll enjoy the same, if not better original teh-tarik PLUS the combination of two energy and health-promoting herbs – Tongkat Ali and Ginseng. Tongkat Ali is a herb believed to have aphrodisiac and energy-giving qualities while ginseng’s health benefits include everything from curing anxiety and stress, to improving stamina and athletic endurance.

Now you can enjoy the great aromatic taste of teh-tarik enhanced with the two king of herbs, anytime and anywhere. Make sure you get one for yourself and your friends too!

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**UP TEA Honey Lemon Tea**

These days, the hot weather just make you want to drink and quench your thirst. Now here’s something that not only quenches your thirst - but gives you an uplifting boost. That’s right - CNI UP TEA Honey Lemon Tea! It’s not only an amazing thirst quencher but it’s also packed with a range of beneficial nutrients that’s good for your body.

**UP TEA Teh Tarik**

The adorable, affable, delicious and must have teh-tarik. It’s truly a Malaysian concoction literally means “pulled tea”. The drink is prepared using out-stretched hands to pour piping hot tea from a mug into a waiting glass. The higher the ‘pull’ the thicker the froth. Often found in Indian hawker stalls or restaurants, the teh tarik is now available in UP latest addition to its very popular range of beverages.

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For centuries, tea has been acknowledged for its health giving and medicinal properties, especially among Easterners. Green tea is high in Epigallocatechin gallate (EGCG), a flavonoid with the highest antioxidant activity. When comparing EGCG strength, it has been noted that green tea is 100 times more antioxidants than vitamin C, and 25 times more than vitamin E. In fact - green tea has the highest antioxidant levels compared to black tea and oolong tea because it is not fermented. Additionally - it can withstand complete oxidation within 40 days (Kenichi Yanagimoto - 2003).

Features of UP Instant Green Tea Powder

- Contains real green tea extract
- Contains high EGCG (tea polyphenol) – a rich antioxidant
- Is free from sugar and artificial sweeteners, hence; safe for diabetics
- Is hygienically packed without teabag, therefore chlorine-free
- Dissolves well and leaves no residues

Green tea also has 20% more catechins, a category of polyphenols. Research in Japan and Europe has proved that EGCG flavonoid can lower LDL and decrease the incidence of heart attacks by 36% (Pietta et al., 1996).

The many health benefits of green tea

- Prevents cancer
  EGCG can retard tumour growth by 50% (Leukemia 2000 Aug;14(8):1477-82), and has been proven to prevent breast, lung, pancreatic, prostate, skin, bladder, and intestinal cancer. Research has documented that the inhabitants of Uji and Shizuoka in Japan were among the lowest cancer population in the world because they consume more green tea compared to other city in Japan.
- Decrease atherosclerosis risk
- Decrease the risk of heart attacks (Research in Japan and Europe proved that EGCG can lowering LDL and 36% heart attack - Pietta et al., 1996).
- Improves liver function
- Rejuvenates the skin
- Aids in slimming and weight loss
- Lowers blood glucose

Who should drink green tea?

- Health and weight conscious people
- People concerned about high cholesterol level and cardiovascular diseases
- People who want to ensure general well-being

Taste the real taste of UP Instant Green Tea

Just tear open a sachet, empty its contents into a cup, add hot water and stir. And enjoy the real health giving goodness of green tea – UP Instant Green Tea!
CNI Tiger Milk Mushroom
White Coffee Turns On Your Vitality

Tiger’s milk? No joke – it’s the recently researched and very much in the limelight TIGER MILK MUSHROOM! Scientifically known as (Lignous rhinocerus), which comes from the same fungi family as the well-known ling zhi or reishi mushroom, they are high in fibre, low in calorie, fat-free and contain vital nutrients such as selenium, potassium, thiamine (vitamin B1), riboflavin (vitamin B2), niacin and vitamin D.

Folklore has it that the Tiger’s Milk mushroom is believed to grow whenever a drop of a tigress’ milk touched the ground. The indigenous call it cendawan susu rimau or cendawan susu harimau in Bahasa Malaysia. They proliferate on soil deep in the tropical jungles with humidity levels. According to noted mycologist Dr Tan Chon Seng of the Malaysian Agricultural Research and Development Institute (MARDI), the nutritional value of the mushroom lies in its roots, and that farm harvested Tiger Milk Mushrooms are nutritionally superior to those found in the wild. That’s because the more matured the mushrooms are – the lesser the nutritional content. Thus harvesting just before the mushroom’s cap is fully developed is essential, and if done right – its nutrition value will be 5 times more!

Now CNI, already well known for its coffee beverages introduces the Tiger Milk Mushroom with White Coffee. It’s a beverage enjoyed and acknowledged by all, along with these outstanding health benefits:

• Helps prevent coughs, asthma, fever, and gastritis.
• Energy giving and enhances physical stamina
• Contains Beta-glucan that prevents the spread of cancer cells and boosting the body’s immune system.

CNI Tiger Milk Mushroom
White Coffee

Health Benefits of CNI Tiger Milk Mushroom White Coffee

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• Energy giving and enhances physical stamina
• Contains Beta-glucan that prevents the spread of cancer cells and boosting the body’s immune system.

So anytime you need that extra boost of energy PLUS that deliciously great taste of White Coffee – just open a sachet and you’ll feel the delightful difference right away!

High in nutritional content

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Up next in the forthcoming issue of INSIGHT:
CNI’S STAR PRODUCTS GETS A STAR TREATMENT

Find out which international celebrity is endorsing

Well™