

ELF Raw Cacao Paste



This recent breakthrough in healthy chocolate is being praised in the industry for its extreme versatility. Many experts feel that ELF Cacao Paste is quite simply the best form of raw cacao to use in truffles and bars, pies and cakes and other recipes. This is due to the fact that it processes more smoothly and easily than almost any other form of chocolate.

ELF Raw Cacao Paste is essentially the ELF Raw Cacao Nibs put through a low-temperature, conch-style process. They end up as smooth chocolate chunks that—while looking a little strange—offer tremendous value to anyone creating products based on the principle of high-antioxidant chocolate.

While Raw Cacao Paste is still relatively new in the natural health marketplace, the demand for it is quickly growing. Many companies are requesting samples and plan to use it in upcoming products they're working on.

Why ELF's Cacao Paste Offers Something Totally Unique

Over the last few years, ELF has been the leader and innovator in bringing Raw Cacao products to the market. This is no different. It's the first Raw Cacao Paste available—made possible by using a state-of-the-art process to transform Raw Organic Cacao Nibs into delicious, buttery chunks of pure dark chocolate.

Again, the advantage is tremendous. Because this form of raw chocolate is already “pre-processed,” its texture is exceptionally smooth and buttery. So when added to bars, truffles, ice creams and a wide variety of chocolate recipes, the result is the traditional smooth of consistency people have come to love and expect from chocolate. Something cacao nibs and powder simply cannot offer.

In addition to the smooth, buttery texture of traditional chocolate, Raw Cacao Paste contains substantially more antioxidants than other high quality sources of dark chocolate. In fact, our initial data shows that its ORAC antioxidant value averages at least *twice* as much as typical, organic dark chocolate.

How Cacao Paste Gives Back

All ELF Cacao products come from an heirloom strain of Cacao—one that grows deep in the pure forests of Ecuador. Ecuadorian farmers have a rich history of producing excellent chocolate and their cacao products are used by high-end chocolate makers like Dagoba, Terra Nostra and others.

ELF's partners are both environmentally and socially conscious. To exceed Fair trade standards, ELF routinely travels to Ecuador to see how the farms are operating. Plus, we pay our farmers **DOUBLE** what most “Fair Trade” cacao growers get. And we see to it they work under very favorable conditions. This gives us direct knowledge and assurance that our Cacao products are really doing great things for the farms they come from. We wouldn't have it any other way.

How to Make Raw Cacao Paste Work for You

Because of its irregular appearance, ELF's Raw Cacao Paste does **NOT** make an ideal retail product. It's impossible to predict the size and shape of each piece of chocolate and even more difficult to bag.

But it's absolutely the perfect product for people that create culinary products. If you own a restaurant, juice bar or café – this product can be added to a wide range of chocolate recipes (including brownies, pies, shakes, cookies, fudge and more) for amazing flavor, consistency and nutrition.

If you're a larger manufacturer, you can make use it to make truffles, energy bars and more. It will add richness and flavor to any product, while multiplying the nutritional and antioxidant value.

Why Are So Many of Today's Doctors Singing the Praises of Chocolate?

Extremely credible sources, such as the *Journal of the American Medical Association*, Cornell University, Harvard and others have recently presented very favorable evidence that chocolate – specifically DARK CHOCOLATE – is one of the world's healthiest foods. Studies have shown that it can lower blood pressure, that it contains more antioxidants than red wine or green tea, that it helps protect against heart disease and much more.

There are powerful reasons for this: First, cacao/dark chocolate might be the #1 source of magnesium of any food. Magnesium balances brain chemistry, builds strong bones, and is associated with more happiness. Magnesium is the most deficient major mineral on the Standard American Diet (SAD); over 80% of Americans are chronically deficient in Magnesium. Magnesium is also crucial for heart health, which may explain why chocolate has shown heart-protective effects in the research.

Many consider dark chocolate to also be the #1 antioxidant food, with approximately twice as many antioxidants as red wine and three times as many as green tea. And that's when you're talking about roasted dark chocolate. Unheated ("raw") chocolate products are exploding in popularity because preliminary evidence suggests they go far beyond dark chocolate in nutrition. Many experts now see dark chocolate as "the new red wine."

For example, we estimate raw cacao paste to have about 4 times more antioxidants (in overall concentration) than red wine and nearly 6 times more than green tea. In fact, raw cacao paste is over 3% antioxidants by weight. (Even the high-end, pure dark chocolate products would be lucky to have 1.5% antioxidants by weight.)

Raw cacao paste is also one of nature's strongest sources of Phenylethylamine (PEA). PEA is an adrenal-related chemical that is also created within the brain and released when we are in love. This is one of the reasons why love and chocolate have a deep correlation. PEA also

plays a role in increasing focus and alertness. Since PEA is a heat-sensitive amino acid, more of it remains in raw cacao paste than you'd get in typical dark chocolate products.

And finally, this form of cacao is a fantastic source of the neurotransmitter called anandamide. Anandamide is found and produced naturally in the brain. It's known as "The Bliss Chemical" because it is released while we are feeling great. Cacao contains enzyme inhibitors that decrease our bodies' ability to breakdown anandamide. This means that natural anandamide and/or cacao anandamide may stick around longer, making us feel good longer, when we eat cacao.

It turns out, there are even studies suggesting that chocolate can help you live longer. One British study suggested—because chocolate seems to help reduce cholesterol and improve insulin resistance—that the risk of dying from a disease or heart attack could be cut in half by eating chocolate. While this is certainly from absolute proof that chocolate extends life, it's a very good beginning. It's a sign that eating chocolate—especially raw, minimally processed chocolate—can be one of the best things you ever do for your health.