

Getting Through This: Good Practices include Wellness

Low Acid, 100% Pure Coffee part of a Wellness Diet

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Good Practices include [Wellness](#)

The Coronavirus has affected us all; most everything that was routine on March 1 is not so now. Work, travel, recreation, entertainment, shopping and family life have all been altered because of the real and perceived threat the virus presents. Even medical advice – it used to be personal, now it's national. At the heart of the threat is health and the practices to keep healthy. Alongside all of the sanitizing advisory, there's also a lot about diet and exercise practices, or wellness. If wellness was gaining in importance pre-Corona, it's that much more important now.

Puroast [Coffee](#)® has been a leader in wellness for the food and beverage industry, in a category not known for its dietary benefit. Its unique combination of 70% less acid, 7 times more antioxidants than green tea, and 100% pure coffee attributes deliver coffee with both exquisite taste and wellness benefits. Our innovation and effective connection to American coffee drinkers have combined to establish Puroast as the wellness coffee brand in the US.

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Puroast Coffee

Puroast's innovation stems from technology designed and built in the US; this along with our wellness qualities are facts that we are proud to announce. And factual statements are all-important when the topic is health – Puroast's claims are confirmed through scientific, and published, research setting it apart from any other coffee brand.

Our connection to the consumer is in large part through our retail store partners. Grocery stores such as Kroger, and online platforms like Amazon, serve as our prime

delivery to Puroast customers. They and their tireless staffs are now at full tilt because of the Corona lightning-strike onset, and our company is grateful for their above & beyond the call efforts to meet the rapid increase of many products demand, including for Puroast Coffee. It's



easy to take for granted their output – we at Puroast® do not.

To keep with the furious pace, Puroast Coffee has placed an order for its California-built roasters that are expected to come online this Summer. The company projects to open, and hire staff for, a new facility in the Eastern region to meet growth. We believe the US will not just survive, but thrive after the [Corona virus](#) passes, and we're investing in these prospects.

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Feel Better, Not Bitter

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