



**TURN YOUR COFFEE HABIT  
INTO A HEALTHY RITUAL!**

INNOVATIVE COFFEE BLENDS  
FITNESS COFFEE® AND CANNABISSIMO®  
FITNESS COFFEE GVM (ITALY)



## ENERGIZE YOUR BUSINESS WITH CANNABISSIMO AND FITNESS COFFEE

Our company Fitness Coffee GVM (Teramo, Italy) is a manufacturer of high-quality healthy coffee-based beverages under the trade marks Fitness Coffee® and Cannabissimo®. These blends offer a wealth of benefits to enhance your well-being. Rich in antioxidants, they support cellular health and fight against oxidative stress. Their carefully selected ingredients work synergistically to support your weight-loss journey, aiding in metabolism and promoting a healthy body composition.

All our beverages are made in Italy and sold globally for their superior taste and proven health benefits. All our coffees are natural, vegan and offer a distinctive and satisfying taste experience, promoting a sense of well-being with each sip.

We offer: unique innovative products that doesn't force people to change their habits, competitive prices, advanced production technologies, registered trademarks and patents.

The important advantage is that the quantity and quality of ingredients are such as to provide to our body tens of beneficial properties every day. There are no added vitamins, forbidden herbs or spices, or any other component that could be indicated only for a short, limited in time, period. Fitness Coffee and Cannabissimo blends can be consumed every day all life long.

### **Afford your customers a healthier coffee choice!**

Cannabissimo and Fitness Coffee appeals to a wide range of consumers, including coffee enthusiasts, wellness seekers, and those interested in exploring unique flavor experiences.

Partnering with our company presents an opportunity to differentiate your business, tap into a growing market, and boost your profitability. Join us in offering an exceptional coffee experience that delights customers and elevates your business.





**THE COFFEE REVOLUTION**  
**DELICIOUS TASTE & HERBAL HEALTH BENEFITS**

We live a fast paced life full of constant change, stress and uncertainty. This leads to sleep deprivation, poor nutrition and a body that is begging for help. Fitness Coffee blends are healthy beverages designed to replenish the body without changing your passion for coffee.

Fitness Coffee is 100% natural, healthy and lower in calories than enhanced instant coffee. Each blend will boost your system with 300% more antioxidants than green tea and the herbs & aromatic spices are selected for their traditionally known health-giving properties.

Fitness Coffee is the first coffee of its kind and offers you the same benefits like multi-vitamin tablets, antioxidant supplements and herbal drinks. Replacing your ordinary brew with just two or three cups of Fitness Coffee a day supports a healthier lifestyle - by increasing energy, metabolism, promoting weight loss and purifying your system.



## FITNESS COFFEE ANTIOXIDANT

Ingredients: top quality roasted ground coffee, bitter and sweet orange, licorice, cardamum, cinnamon, mate, green tea, peppermint, sweet mint, anis, star anis, turmeric, rhodiola rosea, ginger, cloves, lemon-scented verbena.

Kick-start your busy day with a cup full of activated goodness! Designed for “today’s on-the-go generation” who find it difficult to develop and maintain healthy eating/drinking habits. This blend is tailored mixed with selected herbs & spices to help inspire your senses, boost energy levels, support metabolism, help you lose weight, detoxify your body and provide powerful antioxidants.

100% natural product. We use only ground coffee (NOT instant!) and selected vegetal ingredients.



## ANTIOXIDANT STUDY

- FITNESS COFFEE provides more natural precious antioxidants than any other food and drinks. According to the scientific study done in Sweden (Dr. Björn Carlmark, Bearco KB / Dr. Magnus Nylander, MN Biocare, Stockholm) Fitness Coffee contain 300% more antioxidant benefits than green tea.
- Antioxidants are absolutely essential to our health. They are substances that fight toxins and protect cells from the damage caused by free radicals.

# FITNESS COFFEE ANTIOXIDANT INGREDIENTS

*Peppermint*



*Sweet and Bitter Orange*



*Coffee*



*Cloves*



*Turmeric*



*Rhodiola Rosea*



*Liquorice*



*Anis*



*Ginger*



*Star Anis*



*Green Tea*



*Cardamum*



*Cinnamon*



*Mate*





## PACKAGING SIZES

- 250 g bags with one-way degassing valve. Cartons of 24 bags. 63 cartons per pallet;
- Single-dose espresso pods ESE (44 mm) 7 g. Cartons of 150 pods. 120 cartons per pallet;
- Single-dose capsules compatible Nespresso 5 g. Cartons of 100 capsules. 120 cartons per pallet;
- Single-dose capsules compatible Nespresso in boxes of 10 capsules, 55 g. Cartons of 20 boxes. 150 cartons per pallet.



## FITNESS COFFEE KONJAC BLEND

**Ingredients:** roasted ground Arabica coffee blend 85%, glucomannan (konjac root) 15%.

Glucomannan is a natural, water-soluble dietary fiber extracted from purified konjac roots (Latin name *Amorphophallus Konjac*).

Glucomannan is the only scientifically proven ingredient effective in weight loss, as certified by the European Food Safety Authority (EFSA).

**GLUCOMANNAN (KONJAC ROOT)** helps to promote weight loss in several ways:

- Mixed with water, glucomannan expands in your stomach and promotes a feeling of fullness (satiety), reducing food intake at a subsequent meal.
- It delays stomach emptying, contributing to increased satiety.
- It's very low in calories.
- Like other soluble fibers, it reduces the absorption of fats.





## KONJAC BLEND PROPERTIES

Glucomannan can also improve several important heart disease risk factors, including total cholesterol, “bad” LDL cholesterol, triglycerides and fasting blood glucose. As a water-soluble fiber, glucomannan has also been successfully used to treat constipation.

### **What does Fitness Coffee Konjac Blend taste like?**

Our Fitness Coffee has a delicious flavor that will easily enter your daily routine. Glucomannan is a 100% natural product that does not contain gluten and has no aromas or flavors so it does not alter the taste of coffee.

Konjac Coffee is available in 250 g bags.

# LET'S SEE HOW FITNESS COFFEE KONJAC WORKS

Glucomannan has the ability to attract a lot of water, giving the plant slimming and satiating properties. In the presence of liquids, in fact, glucomannan generates a gel, capable of increasing its volume about 60 times. If the environment is acidic, it reaches its maximum expansion, up to 80-100 times, producing a sense of fullness and satiety. Therefore, in the stomach 15 minutes after taking, the fiber begins to swell.

After about 60 minutes, it reaches its maximum value, thanks to the presence of gastric juices, and remains here for about two hours, carrying out the anti-hunger action. Glucomannan, as a fiber, counteracts the absorption of fats and slows down that of sugars.





## HOW TO GET BETTER RESULTS:

- While the benefits of Fitness Coffee Konjac Blend may be noticed after 1 cup, for optimal results, drink 2-3 cups a day 30 minutes before meals. Consume with one glass of water right after each cup.
- Prepare Fitness Coffee Konjac like a normal coffee (drip filter, French press, stove-top moka pot) and drink immediately.
- **Warning:** Please pay attention that after a few minutes the drink forms a gel.



# CANNABISSIMO

coffee

## HEALTH THROUGH NATURE

Cannabissimo® is a line of premium roasted coffees with hemp (Cannabis Sativa L.) designed to deliver nutrients and antioxidants to your body that you might not be getting in your current diet.

Hemp-based coffee blends are significantly healthier than the average coffee cup. Cannabissimo coffee contain all nine essential amino acids, fiber, protein, and many other nutrients. Combined with the antioxidants, brain-boosters, and metabolism boosters that caffeine contains, a cup of Cannabissimo could actually be the healthiest thing your customers could use to start their day.

Widen your customer's taste horizons with Cannabissimo blends!

THC contain is of <0,01% accoring to EU laws.



## CANNABISSIMO RANGE INCLUDES:

- **Ground coffee with hemp seeds (10%).** Hemp seeds are a gift of nature and are considered one of the world's most nutritious plants. Hemp seeds are a complete protein and contain antioxidants, fiber, Omega 3 and 6, all of the essential amino acids making them an ideal source of proteins for vegans. The hemp seeds are one of nature's superfoods supporting optimal health and well being, for life.
- **Coffee in beans with hemp seeds extract (2%).** This product is for the unique group of coffee-loving customers that prefer to grind their coffee beans themselves. These beans are packed with essential acids, necessary vitamins, fiber, and more nutrients. These nutrients significantly benefit the drinker's heart, skin, arteries, and brain health, which is so much more than what the regular coffee beans offer



## CANNABISSIMO RANGE INCLUDES:

- **Ground coffee with hemp leaves (10%).**

Hemp leaves have a positive effect on the immune and nervous system, help you relax and against sleep disorders, contain valuable antioxidants. This coffee contains less caffeine than regular coffee, reducing the chances of a caffeine crash. Your customers are assured of long-lasting, calm alertness with this blend.

- **Ground coffee with hemp flowers (8%) with cannabidiol (CBD)**

Benefits and properties of CBD: it can help reduce pain and inflammation; relieves anxiety, agitation and insomnia, helps to improve your energy and optimism, contains precious antioxidants. The hemp flowers infused into the mix keep your clients feeling calm yet stimulated, without the extra edginess that comes with excessive coffee intake.

# CANNABISSIMO COFFEE IS AVAILABLE IN THE FOLLOWING KINDS OF PACKAGING:

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250 g bags with one-way degassing valve. Cartons of 24 bags. 63 cartons per pallet;

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1 kg bags. Cannabissimo coffee with hemp seeds extract. Cartons of 8 bags. 63 cartons per pallet;

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Single-dose espresso pods ESE (44 mm) 7 g. Cartons of 150 pods. 120 cartons per pallet;

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Single-dose capsules compatible Nespresso 5 g. Cartons of 100 capsules. 120 cartons per pallet;

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Single-dose capsules compatible Nespresso in boxes of 10 capsules, 55 g. Cartons of 20 boxes. 150 cartons per pallet.



No matter what time of day, no matter if your customers are relaxing at home or going out, good coffee is always a great idea. Imagine all those customers that are coffee lovers but also hemp lovers, Cannabissimo is a perfect match. Our gourmet Cannabissimo coffee is ready to generate sales in your store.

# FAQ

- **Q: Are Fitness Coffee and Cannabissimo safe for everyone to drink?**
- **A:** With no additional caffeine or stimulants, all our coffee blends are 100% safe to drink. If you are pregnant or nursing or have a genetic history of high blood pressure, cardiac or other disease, you should absolutely consult your health care practitioner before making our coffee an everyday staple. While this product is safe, it is not recommended to anyone under the age of 18.
- **Q: Are there added stimulants or caffeine in Fitness Coffee and Cannabissimo?**
- **A:** We want our products to be the most natural and healthy as possible. Therefore we do not add any stimulants or caffeine to the products.
- **Q: What are the best times to take Fitness Coffee and Cannabissimo?**
- **A:** We recommend drinking Fitness and Cannabissimo coffee as you would any other coffee throughout the day. We do recommend that you drink two to three cups per day for best results.
- **Q: How many cups of Fitness Coffee / Cannabissimo can I drink a day?**
- **A:** Everyone is different, however we recommend that you drink two to three cups per day for best results.
- **Q: Who should not drink Fitness Coffee / Cannabissimo?**
- **A:** Since our products are all natural, we believe all healthy and physically active persons should find Fitness Coffee and Cannabissimo to be an asset to their daily lives, workouts and overall health. As with any dietary or herbal supplement, you should advise your health care practitioner of the use of this product. If you are nursing, pregnant or considering pregnancy, have arterial hypertension or heart disease; you should consult your health care provider prior to using these products. The products contain caffeine and they should not be used by consumers under the age of 16 years old.





# FAQ

- **Q: What is Fitness Coffee and Cannabissimo shelf life?**
- **A:** All our coffee blends have a two years (24 months) shelf life.
  
- **Q: How safe is the production of Fitness coffee and Cannabissimo?**
- **A:** Fitness coffee and Cannabissimo are 100% vegetal, natural and entirely made in Italy. All the ingredients are safe according to the actual suggestions, laws and rules of the Health Minister and of EU Community. All products are sourced from certified European suppliers that guaranteed freshness and nutritional value of each product.
  
- **Q: Are there added stimulants or artificial additives in Fitness Coffee and Cannabissimo?**
- **A:** We want our product to be the most natural and healthy coffee as possible. Therefore we do not add any stimulants or caffeine to the product. Our product is 100% natural: No artificial additives. No artificial flavors. No preservatives. No added Sugar. No GMO.
  
- **Q: Does Cannabissimo coffee contain THC?**
- **A:** Cannabissimo coffee is safe, legal and does NOT contain THC.
  
- **Q: How can I make Fitness Coffee and Cannabissimo?**
- **A:** There are many methods for brewing a fine cup of coffee -- no single technique is right for everyone. The method you choose for brewing your coffee should be based on your needs and your unique coffee preferences. Do you want a hearty mug of coffee for breakfast? An afternoon cappuccino? Or a dessert espresso? Do you prefer a milder coffee or a more robust coffee flavor? You can brew our Fitness coffee and Cannabissimo as any other regular coffee: with drip-filter, French press, moka pot, espresso machine, etc.

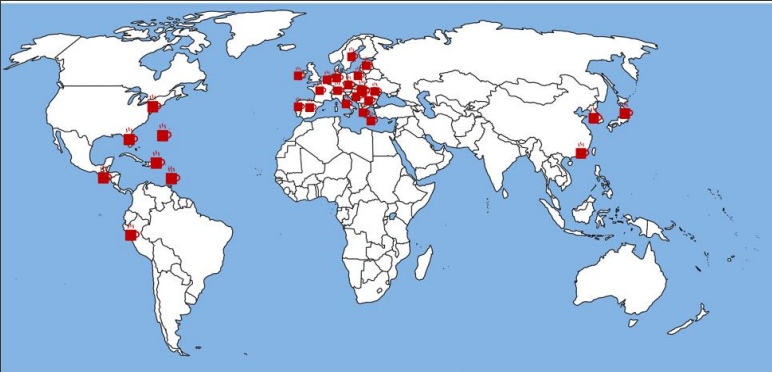
**CANNABISSIMO**  
coffee

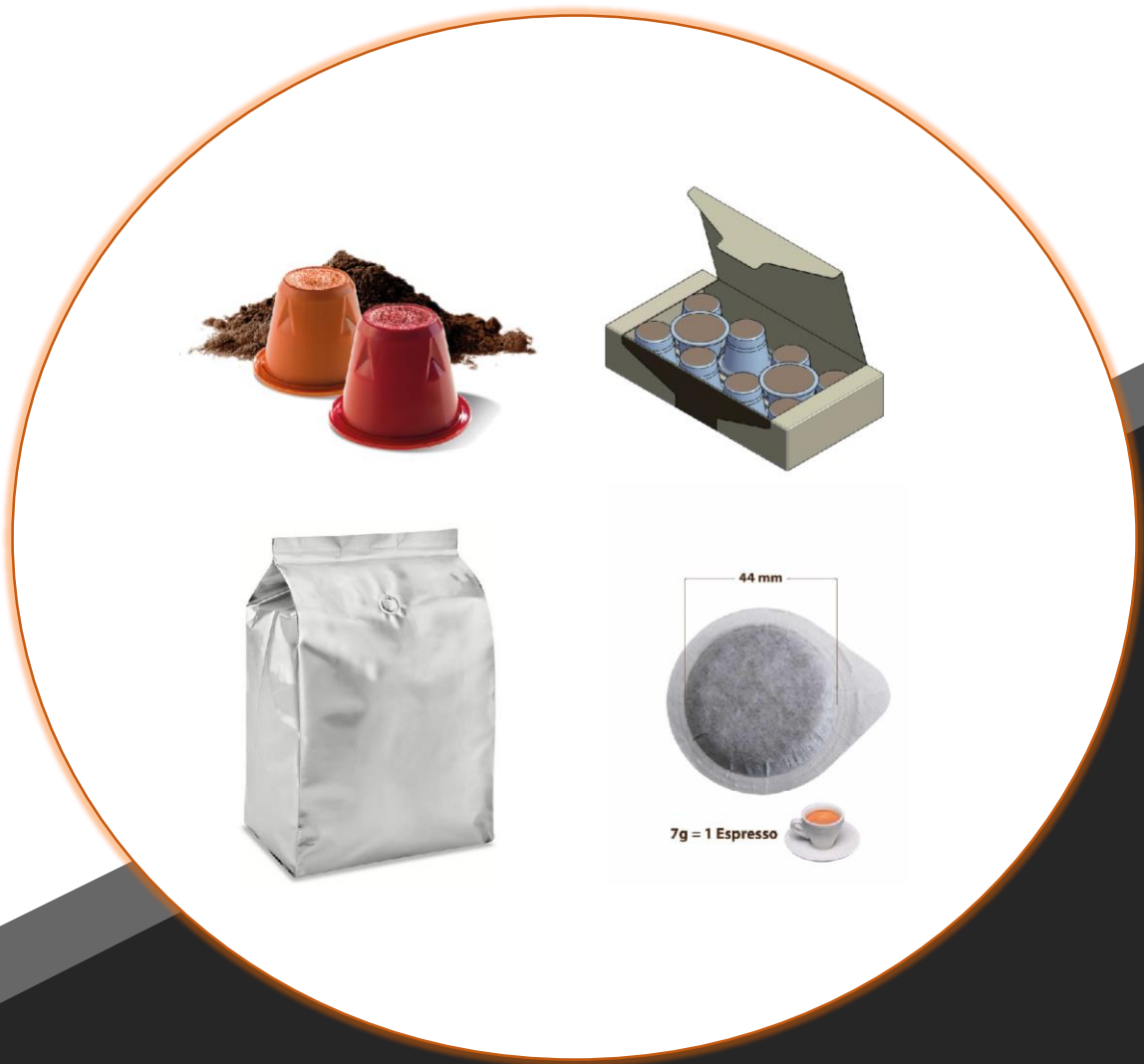


**FITNESS**  
**COFFEE** 



# OUR COFFEE IN THE WORLD





## PRIVATE LABEL PRODUCTS

Packaging available:

- coffee in beans 1 kg and 5 kg bags,
- ground coffee 5 kg bags,
- single-dose espresso pods ESE,
- single-dose espresso capsules compatible with Nespresso machines,
- any other espresso capsules are available on request.

# ADVANTAGES OF OUR PRODUCTS

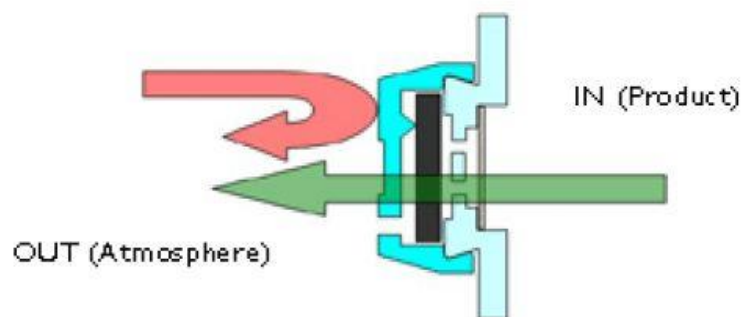
1 – Packaging in modified atmosphere. Packing coffee in modified atmosphere offers extended shelf life and allows us to preserve the freshness, high quality, aroma and flavor over time making our products more attractive to the customers.

2 – Bags with one-way degassing valve. One-way degassing valves are designed to allow pressure to be released from an air-tight package while preventing air from getting back into the package. Fresh roasted coffees emit a large amount of gas CO<sub>2</sub> for several days after roasting. The one-way degassing valve was invented to:

- package coffee immediately after roasting;
- allow the CO<sub>2</sub> emitted from coffee to escape out of the bag;
- not allow air to enter the bag to spoil freshness;
- extend shelf stability.

How does it work?

## ONE-WAY DEGASSING VALVE



# ADVANTAGES OF OUR PRODUCTS

- 3 – Every lot is roasted to order. Nothing is sitting around a warehouse waiting to be sent out. We sell only fresh roasted coffee with 24 months shelf life.
- 4 – Upon request our coffee can be produced in any grinding size (extra-fine, fine espresso, medium etc.), roasting grade without any surcharge and other packaging sizes.
- 5 – Our packaging is bilingual Italian-English. Furthermore we have a possibility to customize our 250 g bags with distributor's details and other text in any language printing them directly on the side of the bags.





# WHY CHOOSE CANNABISSIMO AND FITNESS COFFEE?

- **Unique and Exclusive Product:**

Cannabissimo and Fitness Coffee stands out in the market as unique and exclusive ranges. By offering these products to your customers, you differentiate yourself from competitors and provide them with an exceptional coffee experience that they won't find elsewhere. This exclusivity creates a strong selling point for your business, attracting customers seeking distinctive and premium products.

- **High Demand and Growing Market:**

The demand for health-focused, hemp-infused and specialty coffee is on the rise. Cannabissimo and Fitness Coffee tap into these growing markets, catering to health-conscious consumers and coffee enthusiasts who prioritize quality and wellness. These unique products will elevate your brand and attract health-conscious consumers seeking quality and innovation.

- **Premium Pricing and Profit Margins:**

Fitness coffee and Cannabissimo's premium nature allows for competitive pricing that reflects their quality and uniqueness. This positioning opens up the opportunity to command higher profit margins compared to regular coffee products, thereby maximizing your revenue potential.

- **Differentiation:**

Fitness Coffee and Cannabissimo set your business apart from competitors by offering a distinct and innovative products. With its blends of premium coffee with selected herbs, spices and hemp, Cannabissimo and Fitness Coffee ranges provide a unique selling point that can attract customers looking for something special and out of the ordinary.

- **Customer Loyalty and Repeat Business:**

By providing Cannabissimo and Fitness Coffee to your customers, you establish your business as a trusted source of premium and health-focused products. Cannabissimo and Fitness Coffee's unique flavor profile and potential health benefits create a memorable coffee experience that encourages customer loyalty and repeat business.

- **Upselling and Cross-Selling Opportunities:**

Introducing Cannabissimo and Fitness Coffee into your product offerings can create opportunities for upselling and cross-selling. Customers who enjoy our coffee may be interested in exploring other related health food products, hemp products or premium coffee accessories, providing additional avenues for generating higher sales and profits.



## **FITNESS COFFEE GVM**

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