



CBD AND COFFEE
COMBINE
TO GET THE
BEST
OF BOTH
WORLDS

Everyone loves coffee.

That extra pep from the caffeine gives us the fuel we need to get our day started and be productive. But coffee doesn't always give off the best and most consistent energy. If you're a coffee drinker, you have probably experienced the familiar "crash" that often comes when the effects of the caffeine have worn off. Not to mention the caffeine "jitters" some experience that can make it difficult to focus on the task at hand. >>





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Enter CBD, one of the world's biggest rising stars in supplements. CBD stands for cannabidiol, a compound that interacts with the body's endocannabinoid system. The ECS helps the body maintain homeostasis and cannabinoids are thought to play a role in optimizing the ECS as it works to help regulate appetite, sleep, digestion and even mood. Unlike its sibling, THC, CBD doesn't make you high. Instead, it's been scientifically studied for its positive effects on things like relaxation, focus, cognitive function and even immunity. This makes CBD a prime partner ingredient to enhance a plethora of products, especially in food and beverages.

The crossroads of these two popular products—coffee and CBD—is where Willie's Remedy thrives. Country music legend Willie Nelson is no stranger to the cannabis plant and its many benefits. In fact, he and his wife, Annie, begin every day

with a cup of hemp-infused CBD coffee. And his discerning taste and passion for the benefits of CBD led to the creation of Willie's Remedy hemp-infused coffee.

It might seem like a product with ingredients that cancel each other out. Wouldn't the energizing effects of the caffeine be neutralized by the CBD? The reality is that they work in a synergistic way to deliver the best of both worlds. The hemp-derived CBD infused in the coffee allows for a steady and long-lasting effect that can help people focus on the task at hand, without the jitters or the crash.

And with ethically sourced coffee you can feel good about, combined with full-spectrum hemp-derived CBD that has been tested for safety, efficacy and potency, the days of the unpredictable effects of caffeine jitters and crashes are no more. >>

- FREQUENTLY ASKED QUESTIONS -



WHERE IS WILLIE'S REMEDY COFFEE SOURCED FROM?

Willie's Remedy coffees comes from two separate co-ops that combine old coffee traditions and new mission-based initiatives. The Colombian coffee comes from the Colombia Risaralda Co-Op, and the Nicaraguan coffee comes from the SOPPEXCCA Co-Op, a fair-trade certified coffee co-op with a high female membership and a goal to create even more opportunities for women, their families and their communities.



WHAT KIND OF CBD IS USED IN WILLIE'S REMEDY COFFEE?

Willie's Remedy uses full-spectrum hemp-derived CBD. This means that all of the natural beneficial compounds of the hemp plant are included in the extract, including cannabinoids, terpenes and flavonoids that deliver a myriad of therapeutic benefits.



WON'T PUTTING A RELAXING INGREDIENT LIKE CBD INTO COFFEE LEAD TO THE EFFECTS CANCELLING OUT?

Great question! Combining these ingredients can make the energizing feeling of drinking coffee better! The full-spectrum CBD in the coffee is thought to "even out" the effectiveness of the caffeine in the coffee. So instead of getting a full burst of energy with a lack of focus, jitters and an energy crash later, you can get a steady and even feeling of energy and focus that gradually dissipates over time.



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- FREQUENTLY ASKED QUESTIONS -



DOES WILLIE'S REMEDY TEST THEIR CBD?

Yes, Willie's Remedy sourced extract is independently tested, and the products are independently tested for accurate cannabinoid potency after infusion. Willie's Remedy products fall within federal regulations regarding THC content and concentration (less than 0.3% THC by dry weight). Certificates of Analysis are available for anyone to view on Willie's Remedy's website.



HOW IS CBD-INFUSED COFFEE BETTER THAN SIMPLY ADDING A TINCTURE TO NORMAL COFFEE?

Tincture oil drops are often made from CBD isolate, which is highly-processed to strip everything but the CBD. It does not include any of the additional compounds found in the hemp plant like other cannabinoids, terpenes and flavonoids. **This means that you miss out on the "entourage effect",** which is the synergistic effect brought on by the natural, beneficial compounds of the hemp plant. Additionally, the added tincture oils aren't infused with the coffee itself, so the CBD just floats to the top of the cup. Now you're not getting a cup of CBD coffee. At best, you're getting just a cup of coffee, with one or two hemp-tasting mouthfuls.



HOW DOES WILLIE'S REMEDY INFUSE THE COFFEE BEANS WITH CBD?

The method used to infuse the beans actually took years to develop. Because plant cannabinoids are fat-soluble, they need a fat source in order to dissolve and become bioavailable. Top-quality coffee beans actually contain around 15 percent fat. When the beans are roasted, the solid fats transform into oils, which collect on the surface of the beans and give them that shiny look. When the beans come out of the roaster, the hemp extract is introduced under very specific conditions that allow it to bind with the oils on the beans. The plants want to work together, and Willie's Remedy makes that happen!



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