



FOR IMMEDIATE RELEASE

2017, March 24

THE COFFEE THAT TRUMPS ALL OTHERS BLACKINSOMNIA.COFFEE

'The World's Strongest Coffee', Black Insomnia, Infiltrates Amazon USA.

Today the South African based coffee company, Black Insomnia, launches 'the World's Strongest Coffee' with Amazon, making it instantly available to the American public. Although several other coffee brands have tried to stake this claim. None have been able to reach the unadulterated caffeine content that defines Black Insomnia, nor should any brand attempt to surpass this content in the interest of public health and safety.

Black Insomnia Coffee Company, which first launched in Cape Town in July 2016, is the brain-child of founder Sean Kristafor, who had a vision of 'rebooting' the coffee industry. According to Kristafor, "it is time to offer something a little different – something stronger and darker, with an edge". After experimenting in the Black Insomnia Coffee lab, Kristafor and one of the world's foremost roasters, Dr. G (Gerald Charles), managed to roast up the perfect blend of beans, which produced an indulgent smooth sweet nutty flavor that trumps all other coffees trying to make the same claim.

Since the discovery of the Robusta coffee bean in 1896, with its higher caffeine content in relation to the Arabica coffee bean, coffee roasters have been experimenting with various blends and roasts to produce the world's strongest coffee. Though this is a title that countless roasters and brands have claimed and still claim today, such as the nine different brands on Amazon that all claim the title in one variation or another, Black Insomnia has legitimately earned this title.

Firstly, Black Insomnia is pure and naturally very high in caffeine without any added chemicals, preservatives, sugars or any other additives. Laboratory test results, using the High-Performance Liquid Chromatography method, have found that this amounts to an incredible 17524mg of caffeine per kg. Comparing this to the 13179mg of caffeine per kg in Deathwish Coffee it is clear that Black Insomnia is 33% stronger. Lastly, the International caffeine reference website, the Caffeine Informer, has now accredited Black Insomnia as 'the World's Strongest Coffee'.

This is not to say that coffee cannot have a higher caffeine content, whether natural or artificial, but rather that it shouldn't. This is motivated by two primary reasons, of which public health and safety are first and foremost. According to Mayo Clinic, "Up to 400 mg [equivalent to 6 mg/kg body weight in a 65-kg person] of caffeine a day, appears to be safe for most healthy adults. That's roughly the amount of caffeine in four [6 oz] cups of brewed coffee". Thus, having just one 6 oz cup of Black Insomnia almost fulfills the recommended maximum intake. According to Kristafor, during their experimental phase, "any blend that resulted in a higher caffeine content than 702 mg adversely affected the flavor and thus was rejected".

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Through passion, ingenuity, skill and the ultimate craving for that perfect cup of coffee to kick you into action and life, Kristafor has created a coffee that defies competition, borders on narcotic, is blissfully delicious but most importantly is now available on your doorstep.



Death Wish Coffee is a brand that was started in 2012 by Mike Brown in Saratoga Springs, NY.



Black Insomnia is the only non-American brand, started by entrepreneur Sean Kristafor in Cape Town, South Africa.



Wodfee Coffee comes from Columbus Ohio and has it's origins in the cross fit movement.

To prove our claim of The World's Strongest Coffee we've send samples of these three coffee samples were to SGS Laboratories, the world's leading inspection, verification, testing and certification company to test their caffeine content.

SGS have equipment which uses High Performance Liquid Chromatography (HPLC) to test samples. The samples are tested versus standard known samples of caffeine. HPLC has the ability to separate, identify, and quantitate the compounds that are present in any sample that can be dissolved in a liquid.



The certified results from globally renowned and independent SGS laboratories indicate a clear winner in the title for The World's Strongest Coffee. With 17524 mg of Caffeine per kg Black Insomnia Coffee is 27% stronger then Wodfee who has 13809mg per kg. Compared to DeathWish Coffee who has only 13179 mg of Caffeine per kg Black Insomnia is a whopping 33% stronger.

| Brand | SGS test results Caffeine mg/kg | Black Insomnia % variance |
|-----------------------|---------------------------------|---------------------------|
| Black Insomnia Coffee | 17 524 mg | 0 |
| Wodfee Coffee | 13 809 mg | -27% |
| Deathwish Coffee | 13 179 mg | -33% |

So what does this all mean for strong coffee lovers? Some of the brands will no longer be able to claim that theirs is the world's strongest coffee. There are now independent test results to show that Black Insomnia is clearly the world's strongest coffee. The good news is that it is available in the United States and can be bought immediately by clicking on the image below. You can also purchase it by visiting the Black Insomnia website or from Amazon Prime.



Links:




- Black Insomnia on Amazon
<https://goo.gl/guutmK>
- Proven by independent tests to be the "Worlds Strongest Coffee"
<http://capetownsbestcoffee.com/searching-worlds-strongest-coffee/>
- Be awakened by the world's strongest coffee
<https://www.youtube.com/watch?v=FZS2ISWUBjI>
- International caffeine reference website accreditation
<https://www.caffeineinformer.com/caffeine-content/black-insomnia-coffee>
- Black Insomnia Media Centre
<https://blackinsomnia.coffee/media-release/>

For more information:

Global trade enquiries - sally@blackinsomnia.coffee

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Check out our social media channels:

-  facebook.com/blackinsomniacoffee
-  twitter.com/blackinsomniasa
-  instagram.com/blackinsomniasa

Black Insomnia is available on blackinsomnia.coffee, amazon.com and selected global retailers.

References:

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- Mayo Clinic. 2014. Caffeine: How much is too much?. [ONLINE] Available at: <http://www.mayoclinic.org/>. [Accessed 23 January 2017].
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Customer:

THE LAB EXPERIENCE
WORKSHOP 17
17 DOCK ROAD V & A WATERFRONT
8001 CAPE TOWN SOUTH AFRICA

Job Number:

MT17-02354

Received:

15/03/2017

Started:

13/03/2017

Completed:

15/03/2017

Reported:

15/03/2017

Quote:

PR17-00739

Attn: SEAN KRISTAFOR


Sample Details:

Condition of Sample: Room temperature. No Deviation from Standard
Description: Coffee
Lab Reference: 17030220-02

MT17-02354.001

Sample Type: Wodfee Coffee - Ground Coffee
Net WT 12OZ (340g)
Barcode: X001AKESPD - 100837529
Sample Type: Death Wish Coffee - Whole Bean Coffee
Net WT 1 LB (16 OZ)
Barcode: 851552005100
Sample Type: Black Insomnia Whole Bean Coffee
453g
Barcode: 6009900354828

| Analysis | | Result | Unit |
|----------|---------------------------------------|--------|-------|
| Caffeine | Wodfee Coffee - Ground Coffee | 13809 | mg/kg |
| Caffeine | Death Wish Coffee - Whole Bean Coffee | 13179 | mg/kg |
| Caffeine | Black Insomnia Whole Bean Coffee | 17524 | mg/kg |


Senior Analyst
S Davey

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