

organic INDULGENCE

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There are thousands of products to indulge in out there but most are lab manufactured or heavily processed, and made with a bunch of unknown ingredients you can't feel good about eating. CCOF represents producers of some of the most extravagant organic delights for the indulgent eater: chocolate, beer, ice cream, and cheese. These organic producers turn the tables on indulgence by offering delicious foods produced in an environmentally sound way, allowing us to satisfy our naughtiest food cravings regret-free.

Organic foods are free of genetic engineering, artificial hormones, antibiotics, and residues of synthetic fertilizers and pesticides. Eating organic is not an indulgence; it's a way of life. There's no better way to treat your desire for extravagance than ensuring that what you eat is organic. As we head into the spring and summer seasons, grab a chair, read up, and indulge yourself in some of the best organic goods out there.

“All you need is love. But a little **chocolate** now and then doesn't hurt.”
- CHARLES M. SCHULZ

Chocolate is synonymous with indulgence because of its tantalizingly sweet flavor and creamy texture. Just the smell of

it makes us happy. Chocolate and is the go-to food to celebrate romance or even soothe a broken heart. We follow our meals with this tasty treat and feel our palate delight in its rich, smooth texture as it melts in our mouth. Yet for its reputation as a devilish sweet that's high in calories, chocolate can benefit your heart health and provide antioxidants. Our organic producers are reinventing chocolate as a healthy, sustainable, humanity-friendly product suitable for everyday enjoyment – as if we needed another reason to eat chocolate every day!

Sacred Chocolate: A Healthier Choice for Your Sweet Tooth

Sacred Chocolate was founded in 2006 by raw food enthusiast and entrepreneur, Steve Adler, and raw chocolate pioneer and author, David Wolfe. The two came together as a result of Wolfe's unbridled passion for raw chocolate; Adler attended one of Wolfe's raw chocolate presentations in New York and got hooked on creating a “truly raw, finely tempered chocolate bar.” After much experimentation, they went into business together, creating Sacred Chocolate.

Sacred Chocolate prides itself on using raw ingredients in innovative ways. Their truffles and bars contain no cane sugar, using healthier sweeteners such as organic maple sugar, coconut sugar, and stevia instead. Their proprietary processes include the slow, low temperature stone-grinding of organic cacao beans over a period of days, which maximizes the



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natural nutrient density of the raw, organic cacao bean. Sacred Chocolate chocolates have been lab tested to contain double the antioxidant level of cooked or roasted chocolate of the same cacao content. Just as Adler says, Sacred Chocolate is “truly the marriage of artisanal flavor and superior nutrition.” Sacred has won the “Best of Raw” award for chocolate three years in a row. With so many fabulous reasons to indulge, how could you say no?

Raw chocolate is one of the most nutrient rich and complex foods known to man; it is one of the highest natural sources of magnesium, phosphorous, iron, chromium, and antioxidants. Adler and Wolfe strongly believe in the ability of raw chocolate to act as “a delivery vehicle for the world’s most powerful healing herbs,” and believe that raw chocolate is “a sacred food and should be treated as such.” Their best sellers range from Mylk, the dairy free version of a classical milk chocolate, to Amazonian, which includes thirty plus therapeutic and super food herbs, seeds, nuts and berries. Getting hungry? Visit www.sacredchocolate.com to browse for your fix!

Both Adler and Wolfe believe strongly in organic standards and believe that organic food “is good for all life and the planet.” Their organic raw chocolates are lovingly produced in a certified organic, certified vegan, and carbon-balanced facility. To Sacred Chocolate, organic means a superior product and better health for all.

“He was a wise man who invented beer.”

- PLATO

Beer conjures images of America’s favorite sports and hot summer days outdoors. It’s one of our favorite indulgences, and, according to the Beer Institute, we each consumed about 28.9 gallons of the thirst-quenching nectar in 2010. That’s over 51 billion pints nationwide! Though typically high in calories (and guilt), it’s clear that beer is both an indulgence and a quintessential part of American culture. Though beer brewing has been around for thousands of years, organic beer producers have made it their goal to produce the most unique, delicious, healthy, and sustainable brews available.

MateVeza: Original Brew to Tantalize any Organic Beer Drinker

MateVeza is the first beer ever brewed with yerba mate, the popular South American tea that is naturally caffeinated and rich in vitamins, minerals, and antioxidants. Including yerba mate in brews adds a refreshing herbal finish and provides a natural source of caffeine, an element rarely included in

alcoholic beverages. Owner Jim Woods was enjoying an afternoon mate in his San Francisco apartment when he cracked open a pale ale and took a sip. As the flavors mixed and melded, the idea for MateVeza was born. This perfect daytime beverage has yet to meet its conventional counterpart and is truly an organic original.

Woods is focused on using the highest quality, organic ingredients because of his commitment to public health and the environment. He believes that products made using organic ingredients “simply taste better.” Though it’s often difficult to source the necessary varieties and quantities of organic hops, Woods believes that organic growers have made great strides in their ability to provide the necessary organic ingredients.

Woods adds the yerba mate to the malted barley during the “mash” process, which breaks down starches into fermentable and non-fermentable sugars through a temperature-controlled steeping in water. The mash process is similar to brewing a bag of tea and works perfectly for infusing the essence of yerba mate into the beers. MateVeza offers two beers: Organic Yerba Mate IPA and Organic Black Lager. “Morpho,” a limited release, was made in collaboration with Mill Valley Beerworks and features hibiscus flowers and organic bay leaves. Alcohol content ranges from 5-7%.

Woods strongly recommends pairing MateVeza with brunch dishes and has started an event in San Francisco called “Beerunch” to encourage eaters to pair their brunches with beer. Past pairings have included Yerba Mate IPA with huevos rancheros, and Black Lager with biscuits and gravy. Morpho can be paired like a white wine.

To promote the delightful, indulgent combination of beer and food, Woods plans to open Cerveceria de MateVeza (www.mateveza.com/visit), a restaurant and small brewery in San Francisco’s Mission District. The restaurant, an indulger’s delight that will open in April, will feature Argentinian cuisine and a collection of craft beers. Bay Area beer drinkers will soon be able to enjoy a perky sip of organic Black Lager alongside other delicious, locally sourced indulgences. Whether you’re at beerunch or feeling like it’s gotta be five o’clock somewhere, raise a glass to organic brew!



MATEVEZA Yerba Mate IPA