

groundworkTM

organic coffee & tea los angeles, since 1990



New Tea Offerings

Just two of several teas to be available in our new can packaging, Hibiscus and Chamomile offer several benefits in addition to being just plain enjoyable.

Hibiscus

(reprinted from Wikipedia.com)

The Genus Hibiscus comprises plants commonly called hibiscus and rose-mallow. The genus includes approximately 200 species of flowering plants in the family Malvaceae (the mallow family, along with members like cocoa, cotton, okra, baobab and durian) native to warm, temperate, subtropical and tropical regions throughout the world. The genus includes both annual and perennial herbaceous plants, and woody shrubs and small trees. Many species are grown for their showy flowers or used as landscape shrubs. Hibiscus is also a primary ingredient in many **herbal teas**.

One species of hibiscus, known as Kenaf (*Hibiscus cannabinus*), is extensively used in paper making. Another, roselle (*Hibiscus sabdariffa*) is used as a vegetable and to make **herbal teas** and jams (especially in the Caribbean).

In Mexico, a hibiscus drink known as Jamaican water or *agua de Jamaica* is quite popular for its color, tanginess and mild flavor; once sugar is added, it tastes somewhat like cranberry juice.

Dried hibiscus is edible, and is often a delicacy in Mexico.

Hibiscus is also used in religious ceremonies, as an offering to Goddess Kali and Lord Ganesha in Hindu worship.

The bark of hibiscus contains strong fibers. In Polynesia these fibers (fau, purau) are used for making grass skirts. They have also been used in the making of wigs.

The hibiscus flower is traditionally worn by Hawaiian women. A single flower tucked behind the left ear indicates wedded status.

A recent study revealed **hibiscus tea** contains various antioxidants that may help protect against cell-damaging free radicals. Hibiscus tea may also help control high blood pressure, as well as the lower cholesterol. Rich in vitamin C, it is believed to help boost the immune system.

Chamomile

The name Chamomile (or Camomile) means "earth-apple," because of the apple-like scent of the plant. It can refer to any of several distinct species in the sunflower family (Asteraceae). The Chamomile

flower is most often consumed in the form of an **herbal tea**. When drunk, tea's effects include calming of the digestive tract, and the easing of irritable bowel syndrome, nocturnal cramps and menstrual pains. It's a relaxant and sedative, so it is often taken to remedy insomnia or anxiety. Infused flowers, with its mild antiseptic properties, are also used as a salve to reduce minor skin irritations.

Egyptian chamomile has the largest, brightest flowers with the most fragrance and flavor. Our whole flower chamomile brews a beautiful, golden cup with a delicate, classic apple flavor and fragrance. It is a soothing drink that is pleasing any time of day, but is especially relaxing in the evening. Always available by the cup in our stores, but for a limited time, a full can can be purchased for \$5.50. Available only in *groundwork* stores.

New Coffee

groundwork is proud to introduce a new canned coffee that we call "**Just**" Coffee. The origin will vary, but medium roasted "**Just**" Coffee is guaranteed to be 100% Arabica beans which are fairly traded. The price for 1.25 pounds is just \$9.95.

Win Free Coffee

Be sure to drop your business card for our monthly drawing of one free pound of coffee. Winner to be announced in this newsletter.

Caffeine Facts

➔ 90% of Americans consume caffeine on a daily basis.

- ➔ In its natural form it works as a pesticide, paralyzing and poisoning insects.
- ➔ Caffeine, in its pure form, requires a prescription for purchase.
- ➔ A large cup of drip coffee typically contains more caffeine than a single shot of espresso.
- ➔ Caffeine affects the metabolism and the central nervous system.

Java Mulch (it's free!)

While you're here, grab a free bag of Java Mulch, spent coffee grinds-- packed in previously used coffee bags. No purchase necessary, limit one per customer, per day.

Using Java Mulch in your garden saves landfill space while perking up your petunias! (Petunias really don't care about their soil pH, we just liked the alliteration.) Actually, acid loving plants such as azaleas, roses, camellias, and tomatoes love coffee grinds. And by increasing soil acidity, you can turn your blue hydrangeas pink!

groundwork coffee company

- Hollywood, 1501 N Cahuenga Blvd
(@ Sunset Blvd)
- Downtown, Main Street
(just south of 2nd Street)
- Santa Monica, 2908 Main Street
(south of Ashland Ave)
- Venice-Rose, 671 Rose Ave
(west of Lincoln Blvd)
- Venice-Boardwalk, 3 Westminster Ave
(just off the Boardwalk)

www.groundworkcoffee.com

Your comments are always welcome:
newsletter@lacoffee.com