

CÓCOES

THE POWER OF
Slow



LIONHEART FARMS

Lionheart Farms was started with our fascination with the photosynthetic capabilities of the coconut palm. It's incredibly efficient to convert energy in sunlight to calorific value.

Christian Eyde Moeller
Co-Founder, President, & CEO



10 years in the making



2016

The first seeds...

In 2016, Lionheart Farms planted its first coconut palms in Rizal, Southern Palawan. Today, it operates its own 3,500ha farm (equal to 5,000 football pitches) with a goal of planting more than a million palms given the help of our indigenous community to avoid conversion of forest lands into mining and other illegal activities.

**350 KGS OF
SEQUESTERED CARBON
PER PALM PER YEAR**



2015

Anders & Christian | Founders

Two Danes with a background in sustainable finance and farming found an interesting opportunity to achieve circular economy within the coconut industry in the Philippines.

**LIONHEART FARMS
PRODUCES 700 TONS
OF GRANULAR
BIO-ORGANIC
FERTILIZER EVERY
MONTH!**

Agricultural waste from the local farmers/ community are renewed into bio-energy resource (bio-char, bio-fertiliser)

**RENEWABLE ENERGY
MANUFACTURING**

Produced biomass utilised as renewable energy resource for coconut flower by-products manufacturing

2022

Beginning the journey to realizing the dream of connecting the local farming community with the world market by commercializing consumer products: From our farm to you!

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A lifestyle beverage brand offering a series of delightful functional beverages for all occasions.

CÓCOES

A family-friendly brand showcasing a premium retail-ready series of delicious organic condiments.

transform.



OUR FARM
TO YOU



At Lionheart Farms, we're making sustainable choices the easy choice. By democratizing access to delicious, ethically sourced organic coconut sap-based products, we're paving the way for a healthier planet and empowered communities.

MADE FROM coconut flower

| THE POWER OF THE FLOWER

THE POWER OF
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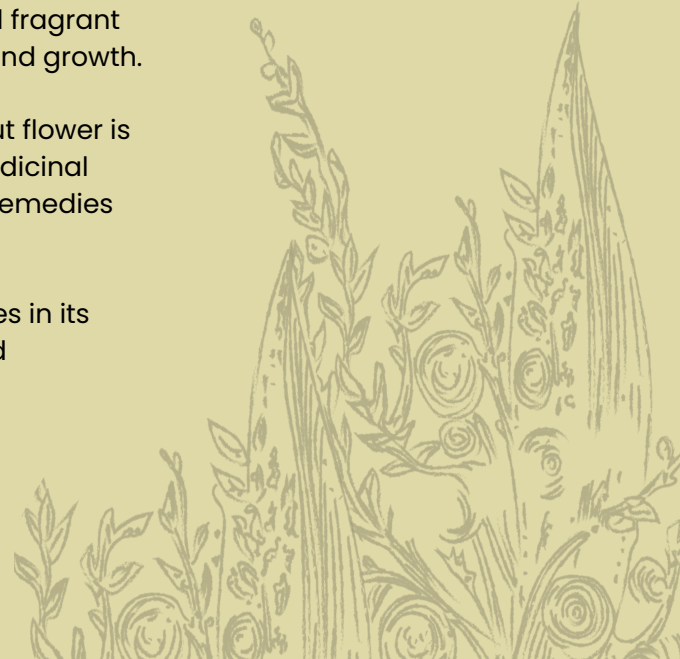


The power of the coconut flower lies in its ability to produce the sap and the coconut fruit, which is not only delicious and nutritious but also versatile in its uses.

The flower itself is a beautiful and fragrant bloom that symbolizes renewal and growth.

In traditional cultures, the coconut flower is also believed to have various medicinal properties and is used in herbal remedies for various ailments.

Overall, the power of the flower lies in its contribution to sustaining life and well-being.



MADE
FROM coconut
flower

| The POWER of the FLOWER

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When the unopened flower bud is ready, a vertical cut opens the stem and the fresh sweet, tangy and nutritious sap will be collected - drop by drop.

The sap is then collected and starts its journey towards becoming a refreshing and delicious beverage.

From the people of Palawan - to the people of the world to enjoy!



Greatness cannot be rushed!

THE POWER OF **Slow**

In a world that moves faster and faster, the only way to keep up is to slow down. Staying calm and hydrated with a balanced mind and body, enables you to unleash your true potential and match the pace of everyday life with calm confidence, integrity, and lasting energy.

SLOW is pure sustainable energy, a premium coconut flower drink crafted to energize your active life without the jitters or crashes. Fueled by natural nutrients and minerals, and harvested from the sustainable bounty of coconut palms, it's nature's answer to sustained energy and mindful hydration.

SLOW down – to keep up!

In a world that moves faster and faster



Slow down

and enjoy your slow moments

BENEFITS OF COCONUT FLOWER NECTAR | THE RAW MATERIAL



AMINO ACIDS

Amino acids are required to build proteins that are used throughout the body for the growth, repair and maintenance of body tissues, enzymes and hormones.



ELECTROLYTES

Electrolytes support muscle function and nerve transmission, prevent muscle cramps and fatigue by ensuring proper muscle contraction.



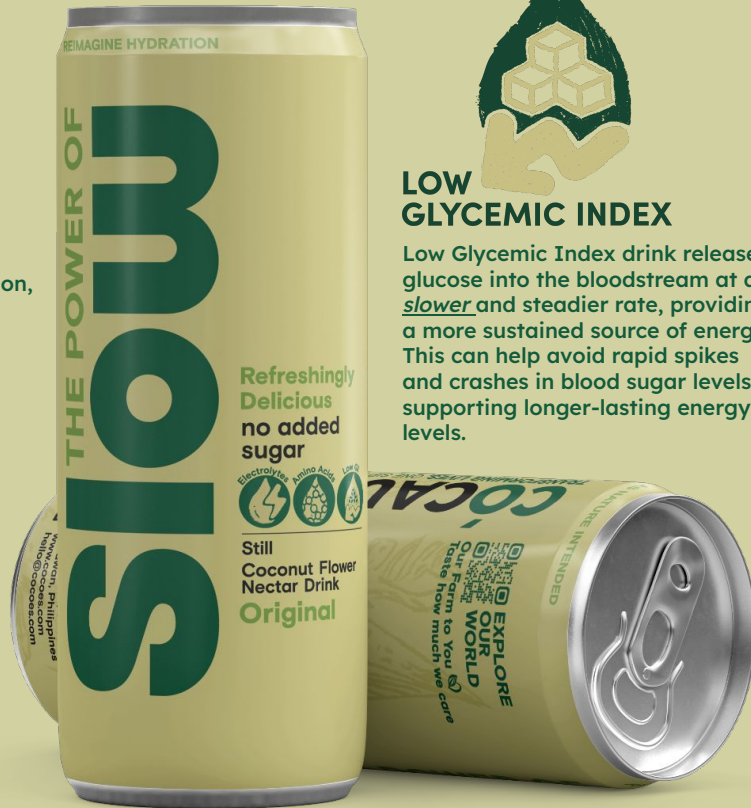
VITAMINS

Contains vitamins and minerals including sodium, calcium, iron, potassium, copper, magnesium, zinc, vitamin A.



NON-GMO

GMO's have been linked with numerous health issues: including infertility, immunity issues and gastrointestinal problems.



LOW GLYCEMIC INDEX

Low Glycemic Index drink release glucose into the bloodstream at a slower and steadier rate, providing a more sustained source of energy. This can help avoid rapid spikes and crashes in blood sugar levels, supporting longer-lasting energy levels.

No added sugar

100% natural

Sustainably Farmed

Reasons to buy...

Unique Flavors

- No added sugars
- No artificial colour
- No additives
- Contains all 20 amino acids
- 11 global certifications
- Organic certified coconut flower sap
- Non- GMO
- Minimally processed, preserving natural occurring amino acids, minerals and vitamins

Can be consumed by people with dietary restrictions:

- VEGAN
- KETO
- PALEO
- WHOLE 30
- GLUTEN FREE
- SOY FREE
- DIABETIC

Award winning (Innovation + Sustainable Practise)

24 months shelf life

Novelty Product

Innovative

COCONUT FLOWER DRINK VS. SYNTHETIC FUNCTIONAL DRINK

COCONUT FLOWER DRINK *VS.* REGULAR ENERGY DRINK



Long lasting boost



Longer lasting focus



Improved blood sugar control



Rich in amino acids



Nutrient rich



Natural nutrients



Long lasting boost



Longer lasting focus



Improved blood sugar control



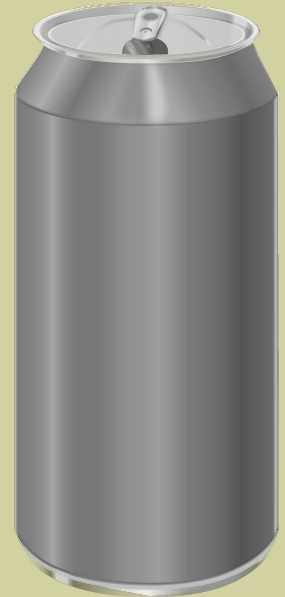
Rich in amino acids



Nutrient rich



Natural nutrients



Fantastic Flavors

Coconut flower sap is sweet, tangy with hint of caramel and floral notes which makes it a great companion in a larger flavor universe. As a natural ingredient, this is what sets it apart from other beverages on the market.

For the launch, we are introducing 4 x variants and intend to launch a large range of new variants formulated to intrigue the young and the young at heart. The opportunities are endless with coconut flower

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Original



Oolong
Citrus
Grape



Calamansi
(carbonated)



Twist
(carbonated)



GROWING POPULARITY

Beverages made from natural origin are gaining popularity in the health and wellness market due to their unique taste and health benefits.

The category globally is forecasted to grow more than 8% CAGR over the next 5 years.

From 2B US\$ to 3B US\$



Sources:

[LINK](#)

WHY BUY?

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Award-winning, innovative healthy beverage.



Unique Product! First in the world to launch a scalable coconut flower beverage.



Ingredients sustainably farmed under highest quality standards.



Wide audience: young and old



Doesn't require cold chain/cold storage.



AWARDS

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BEST BEVERAGE OF 2024
KATHA AWARDS FOR FOOD -
BEVERAGE CATEGORY



MOST INNOVATIVE PRODUCT
OBRA MIMAROPA 2024



EDITOR'S TOP PICK: LEADERS
OF SUSTAINABILITY
FOOD & BEVERAGE MAGAZINE



LIONHEART FARMS



2024 ASEAN BUSINESS AWARD IN
AGRICULTURE/AGRI-FOOD BASED SECTOR



SIAL FOR CHANGE
FAVOURITE RECOGNITION



2023 ASIA CORPORATE EXCELLENCE &
SUSTAINABILITY AWARDS NOMINEE



2023 ASEAN BUSINESS AWARD FINALIST
IN SUSTAINABLE CROP PRODUCTION



ASIA CEO'S SUSTAINABILITY COMPANY OF
THE YEAR 2022

COMMERCIAL PROPOSAL

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Trading directly with the farm



In market fulfillment – two options:

Delivery from local/regional warehouse

Delivery from Manila (FOB Manila)



Target Retail Price: 2.79–3.00 US\$ | GBP | EUR

COMMERCIAL PROPOSAL

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Trading directly with the farm



Long term partnership!



In market fulfillment – two options:

Delivery from local/regional warehouse

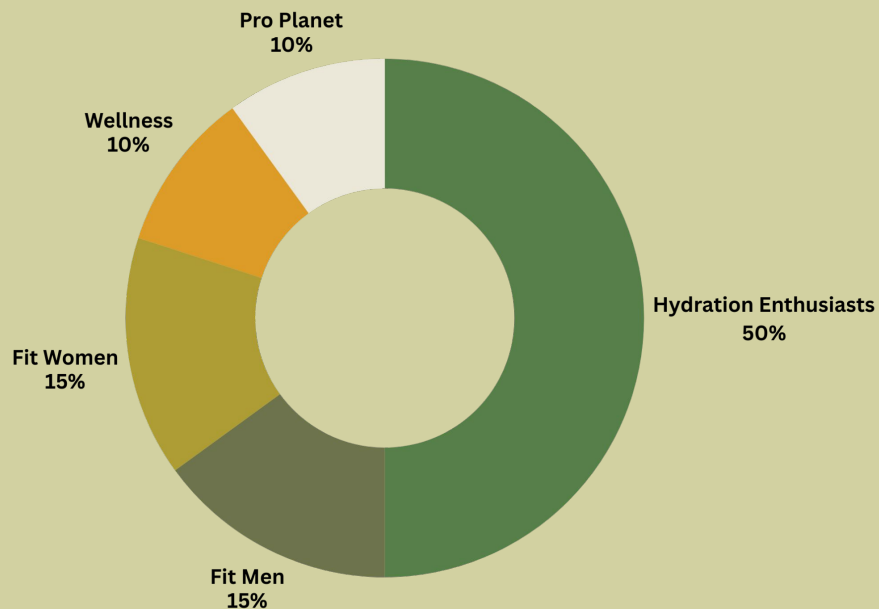
Delivery from Manila (FOB Manila)



Target Retail Price: 2.79–3.00 US\$ | GBP | EUR

Target Market

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Consumers love us because:

- We care about health and wellness
- We are pro- planet
- We are authentic - real people making a real difference.

MARKETING ONLINE BRAND ACTIVATION

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 Facebook

 Instagram

 Tik Tok

 Linked-In



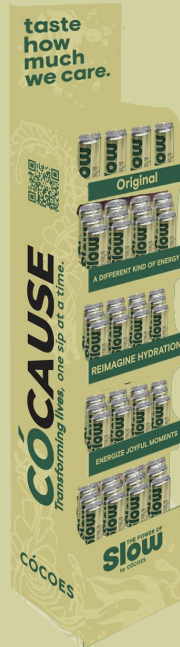
<https://coco.es.com/slow>


**GEO-
TARGETED
MARKETING**


INFLUENCERS

MARKETING OFFLINE BRAND ACTIVATION

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We deliver a standard toolbox for all partners but can also with our own in house creative communications team localize POS materials.





330ml x 24/C Pallet Configuration 2,808 units		TOTAL 117 cases
No of boxes per layer	13	
No of layers	9	

PEOPLE . PLANET . PURPOSE .



SDG 01: NO POVERTY



SDG 02: ZERO HUNGER



SDG 08: DECENT WORK
& ECONOMIC GROWTH



SDG 13: CLIMATE ACTION



**GOOD FOR
PEOPLE**



**GOOD FOR
PLANET**



**GOOD FOR
BUSINESS**



CÓCOES

CÓCAUSE

TRANSFORMING LIVES,
ONE SIP AT A TIME



Welcome to Project CÔCAUSE, where every refreshing sip contributes to a sustainable future for the Philippines! We are thrilled to launch this revolutionary campaign aimed at providing livelihood support to our farming community by democratizing access to our signature coconut flower beverages and sharing this remarkable journey with you.

Are you in?

THANKS FOR STOPPING BY



CÓCOES

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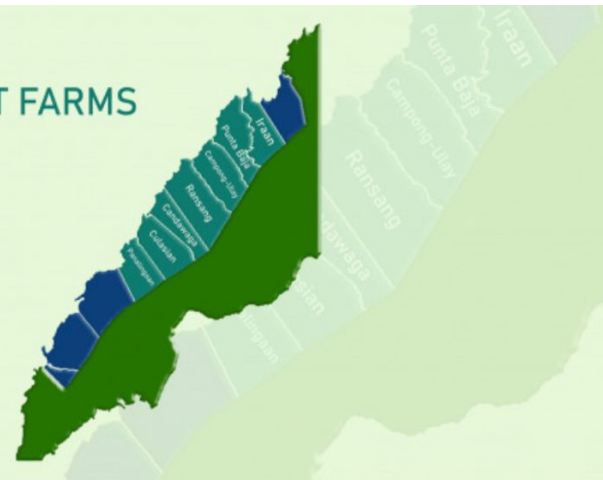
LIONHEART FARMS

Healthy · Sustainable · Traceable · Accessible

OUR FARM



LIONHEART FARMS



Our Farm organized into six smaller farms

To localize our work as much as possible, Lionheart Farms is organized into six (6) Farms across three barangays in Rizal, Palawan. Each farm works in partnership with the local community and strives to offer localized employment opportunities where especially the Indigenous Peoples can work on their own land and help to preserve the nature which their culture has evolved around for thousands of years for the benefit of generations to come.

SEE MORE ABOUT OUR FARM AT WWW.LIONHEARTFARMS.COM.PH LOCATED IN PALAWAN, PHILIPPINES
CORPORATE PRESENTATION [HERE](#)



WHAT WE DO



Brands

Condiments & Drinks

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Private Label

Your Brand (Condiments)



Bulk

Coconut Flower Sap





ANUGA - Cologne, Germany (2024)



SIAL - Paris, France (2024)

BIOFACH

Nuremberg, Germany (2025)



SHANGHAI, China (2023)



17-21 FEB 2025 | DUBAI WORLD TRADE CENTRE

Dubai (2024, 2025)



Anaheim, USA (2025)



ANITA VOGEL & ABIGAIL CHANG
HEAD OF GTM & PRODUCT MANAGER

