



Cocoguru™ introduces a new type of Coconut Oil called Roasted Coconut Oil. Here we answer some of the Frequently Asked Questions from consumers.

Q. Why is Cocoguru™ Coconut Oil Yellow in Colour?

A. Oil is yellow in color not because it is made from 2nd quality copra. It is from 1st quality copra. Copra is heated/roasted/cooked before oil extraction.

Q. Why does Cocoguru™ Coconut Oil have strong smell, flavor and taste?

A. The smell is not that of oil going rancid, nor is it that of any added artificial flavor/scent. It is the pleasant natural smell, taste and flavor of Roasted Coconut Oil.

Q. How is Roasted Coconut Oil made?

A. 1st quality Copra is cut into small pieces. They are dried to desired moisture level using hot air. This copra is roasted on a steam-jacketed vessel. A bit of steam is sprayed for cooking. This conditioned copra is crushed on expellers for oil extraction. Crude Oil extracted is filtered in 4 stages to get Pure Coconut Oil.

Q. Since Oil is heated during manufacturing, is it like a once used/fried oil?

A. Due to heating of copra during drying and roasting and friction during oil extraction, the oil attains higher temperature i.e. 100°C. Coconut Oil consists of mostly (92%) saturated fatty acids that are stable even at high temperature. So they don't change forms during processing.

Q. We have been using Cold Press Coconut Oil since long time. We have been satisfied. Then, why should we shift to consuming Roasted Coconut Oil?

A. Cold Press is the traditional method of oil extraction. Roasting is an improved form of copra processing. The following are the benefits of Roasted Coconut Oil

1. Better taste and aroma
2. Longer shelf life due to moisture control
3. Copra is sterilized by heating and hence no chance of contamination due to bacteria, fungus and viruses.

Q. Is it good for health?

A. Roasted Oil is essentially coconut oil made from copra. So it has the same health benefits of a normal coconut oil. Coconut Oil boosts immunity by fighting bacteria, virus and fungus, improves metabolism, aids weight loss, digests faster and gives instant energy, cures diabetes, helps in faster intake of other nutrients. Coconut Oil is commonly misunderstood to have cholesterol but coconut oil is good for heart. Ultimately Coconut is God's gift to mankind.

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Q. Is this the first time such oil is introduced?

A. Roasted Coconut Oil is already in use for Edible and cosmetic purpose in other regions like Kerala and Tamil Nadu. But it is yet to gain popularity in Coastal Karnataka. Cocoguru™ as leaders in the Coconut Oil sector is taking the initiative to introduce the improved oil to its consumers.

Q. How can we reach you in case of any further queries?

A. Call us on 88611 32886. Email us at info@cocoguru.com. Meet us personally at Puttur's Address given on the backside of your pouch.