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FOOD INGREDIENTS

# CHOCOLATE, A HEALTHY PLEASURE



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## WHY IS CHOCOLATE IMPORTANT TO HEALTH?

Chocolate is good for us in a number of ways:

1. Chocolate and love.
2. Chocolate for good digestion.
3. The role of chocolate minerals in health.
4. Chocolate for eternal youth.



### 1. CHOCOLATE AND LOVE

#### What is phenylethylamine?

It is the molecule of love: a natural molecule resembling an amphetamine.

This molecule is present in Colombian cocoa and is a neurotransmitter which triggers falling-in-love reactions in people and helps us to have a brighter perspective of life.

#### How does it work?

Phenylethylamine begins to work in the attraction process when we meet someone we like.

- An exchange of glances.
- A smile.
- The squeezing of a hand.



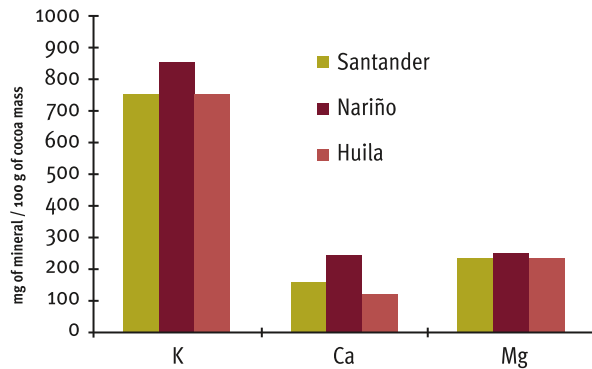
## 2. CHOCOLATE FOR GOOD DIGESTION

Cocoa is high in fibre.

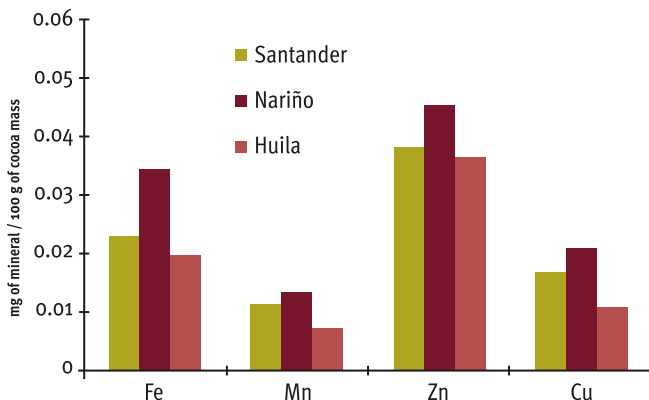


## 3. THE ROLE OF CHOCOLATE MINERALS IN HEALTH

Chocolate has a high content of minerals, such as: Potassium, Calcium, Magnesium, Iron, Manganese, Zinc and Copper.



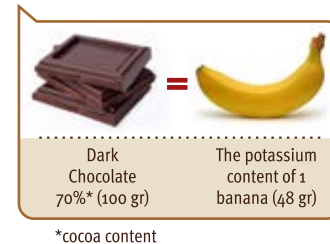
SOURCE: CENICAFE. Properties of Colombian cocoas (phase II). February 2008



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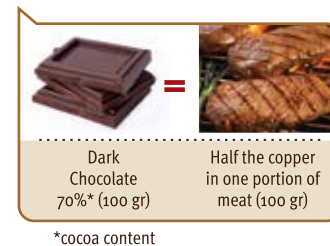
## • Potassium

- Potassium controls the balance of liquids in the body, the building of the nervous system, muscle contraction and relaxation, the regulation of the cardio rhythm and blood pressure. It plays a major role in the production of energy in the body.



## • Copper

- Aids the immune, cardiovascular and nervous systems.
- Aids the metabolism of iron and red blood cells.
- Is good for children that are premature, have a low birth weight and for those with malnutrition.



## • Calcium

- Calcium is important for the growth and maintenance of bones, teeth, the nervous system, the regulation of the cardiac rhythm, muscle contraction and coagulating mechanisms.
- Calcium deficiency causes fatigue, tiredness, lack of concentration, growth defects and/or fragile bones (osteoporosis).



## 4. CHOCOLATE FOR ETERNAL YOUTH

Chocolate has a high content of polyphenols. These are chemical substances present in fruits and a number of other sources, which have been linked by clinical research to a number of potential health benefits because some of them are antioxidant.

### What are the polyphenols?

#### Prevent, reduce and protect

- Prevent certain types of cancer.
- Reduce the risk of atherosclerosis.
- Reduce the risk of heart attacks.
- Protect the cardiovascular system.
- They are antimicrobial.

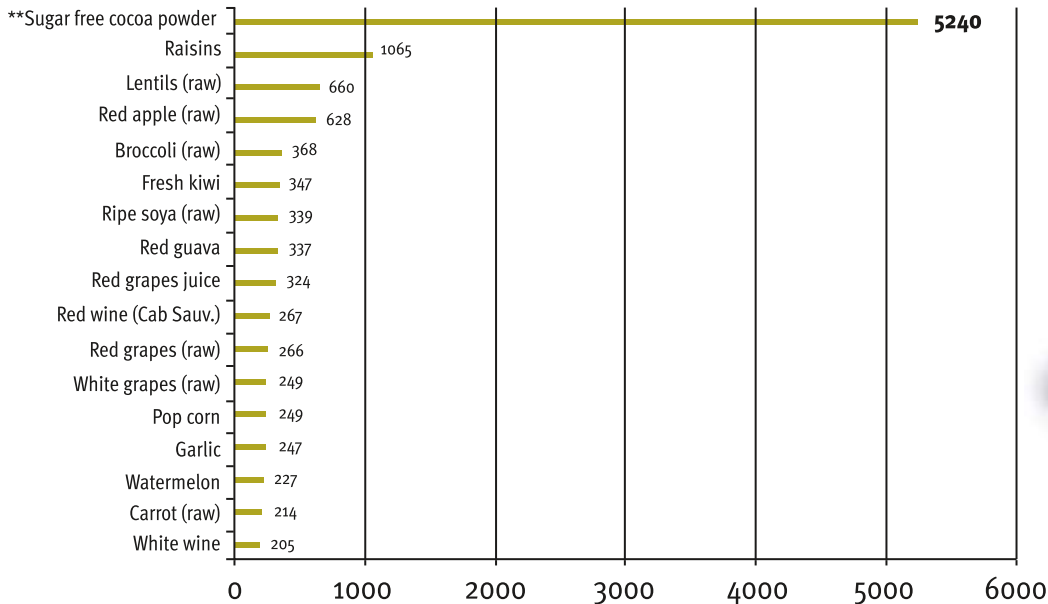
- Reduce the risk of diseases that involve the degeneration of neurons (Alzheimer, Parkinson).
- Delay aging.



\*cocoa content

## Main sources with a high content of polyphenols (over) 100gr in the food

Case of study: antioxidant properties of certain foods

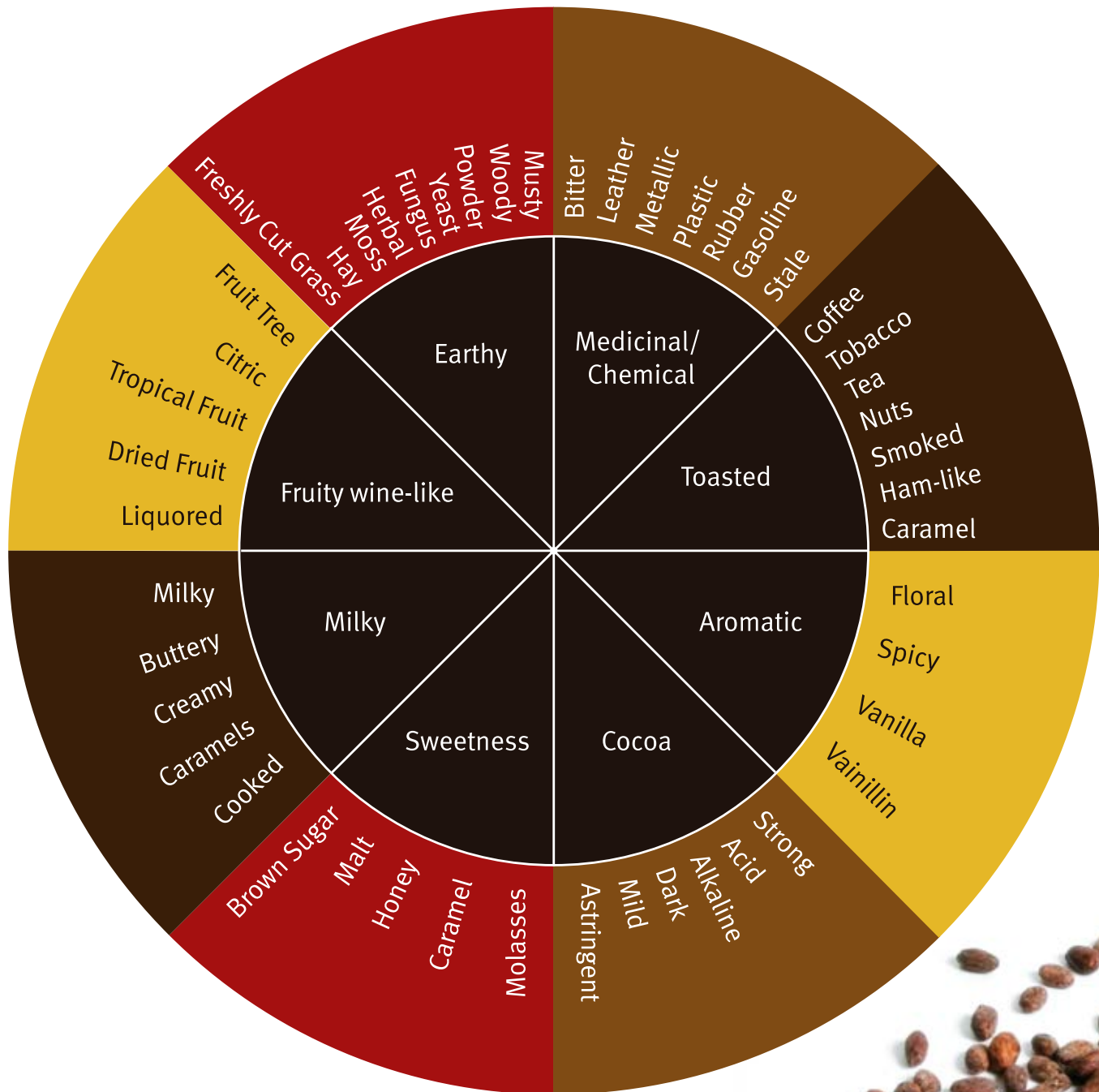


These facts are expressed in mg GAE (Gallic Acid Equivalent)/ 100gr of the food.

\*\*Non fermented cocoa powder has a higher content of antioxidants.

Source: Agriculture Department and Centre for Human Nutrition Research, USA. Case study on the antioxidant properties in certain foods. Food and Nutrition Programme, November 2007. \*\*

# COCOA TASTING NOSE



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