



RASA

adaptogenic

COFFEE ALTERNATIVES



We Are Rasa

We're here to disrupt how our culture relates to energy, with the help of our adaptogen-powered coffee alternatives.

So throw away the playbook, because we're rewriting that shiz.

Welcome to the Energy Evolution

With this guide, you're diving right into the core of the movement. You'll come away ready to tell a story about a better future for Human Energy—and will be well-versed on Rasa, adaptogens, adrenal health, & more.

We are SO excited to have you as a part of the Rasa #AdaptoFAM! You're an essential part of our mission to evolve the way we energize.

Here's some #realtalk: We're in the midst of a Human Energy Crisis. We extract too much from our bodies without giving enough back, and—in order to avoid burnout—we need regenerative energy. Coffee. Ain't. It.

Rasa is.

Rasa is a line of adaptogenic coffee alternatives that give you regenerative energy & fill the well within. 🧘

Our signature 12 herb formula has 7 adaptogens 🌿 & 2 'shrooms 🍄 to give you all-day energy + replenish your energy reserves, boost your mood 😊 and help you be more of a BAMF when the 💩 hits the fan!

Rasa is perfect if you're keto, vegan, paleo, or just human! It contains no fillers or common allergens, & is Certified Organic with 100% sustainably harvested herbs & mushrooms.

Let us reinvent your morning ritual! #FillYourWell with Rasa.

Just a couple of quick notes!

 We brew never steep - always avoid tea language!

 We dropped the “koffee” - just say “Rasa” & “coffee alternatives”

 Best brewed in a french press for 10-15 minutes (longer is better!)



Ashwagandha *Calm*

Soothes nervous system, boosts libido, & promotes a deep sense of well-being (minus the pious elitism that can come from such states).



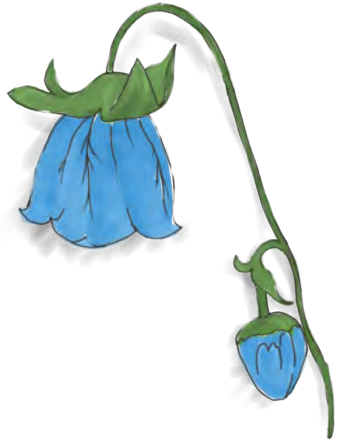
Dandelion *Detoxification*

Aids digestion & gently detoxifies liver, gall bladder & kidneys for awesome morning 🍌's & 😂+ dark, slightly bitter taste like java.



He Shou Wu *Longevity*

Enhances cognition, promotes longevity, & rejuvenates vital energy reserves... + it's in every ancient Chinese beauty formula EVAR. 😍



Codonopsis *Vitality*

Boosts vitality (= ya feel good + have a glow!), restores body's natural energy reserves both short and long term 🙌, & lends subtle sweetness.



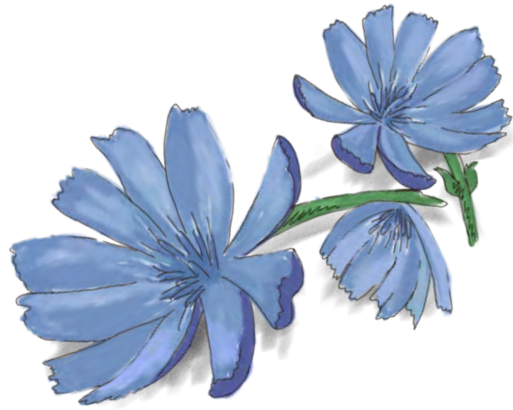
Reishi *Relaxation*

"The Chill AF 'Shroom" Powerfully relaxes mind , supports longevity, & builds a powerful immune system. Known as "Spirit Plant" in China!



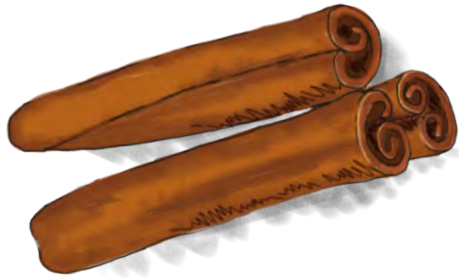
Rhodiola *Endurance*

Boosts brain powah, promotes sharper mental focus, balanced energy levels, and is often used by athletes for physical stamina. 💪



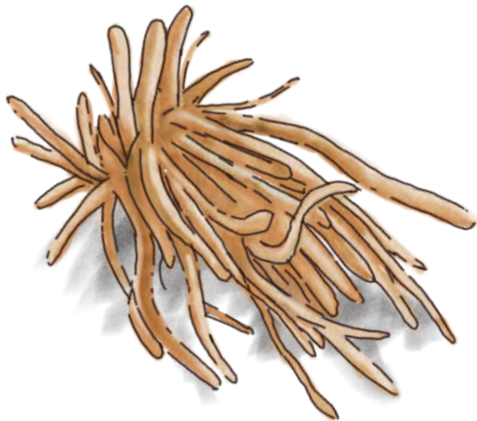
Chicory *Digestion*

Roasty, dark, & delish! Supports & rebuilds digestive system for sooooooth absorption of nutrients - to make the most out of your fudstuffs.



Ceylon Cinnammon *Circulation*

Not only tastes like a warm heaven, 😊 also stimulates circulation and supports healthy digestion + blood sugar balance.



Shatavari *Nourishment*

Balances emotions, calms irritability, soothes the mind, replenishes depleted vitality stores, and it means "she who has 1000 husbands," ahem! 😊❤️



Burdock *Purification*

Smooths & nourishes skin while cleaning lymph & removing toxins, for skin soft as a babybum* 🍑
(*statement not FDA approved).



Eleuthero *Energy*

Gives the energy boost you need while rebuilding adrenals & restoring the nervous system - instead of frying it like "some" stimulants... 🙄



Chaga *Immunity*

Super-powered antioxidant 🍄 that fortifies the immune system. We use only chaga mycelium for sustainability reasons, cuz we're not jerks. 🌍

How to brew Rasa

Use 1 tbsp (7.5 g) per 8 oz (1c) boiling water.
(more if you like your Rasa strong!)



BOIL WATER

Boil 8oz of water per cup



FRENCH PRESS

Add 1 tbsp of Rasa per 8oz of water



WAIT 10-20 MINS

Meditate, dance, meal prep, play with your pet unicorn



POUR. SIP.

Extra credit: fancy up Rasa to your 🍷's content

Original



Ingredients

Roasted Chicory*, Burdock* & Dandelion*, Eleuthero*, Shatavari*, He Shou Wu*, Codonopsis*, Ashwagandha*, Chaga Mycelium*, Rhodiola*, Ceylon Cinnamon* & Reishi*
*ORGANIC

Naturally Caffeine-Free Herbal Coffee Alternative

Delicious on its own, or mixed with Cacao or Dirty Rasa when you need extra strength against stress. Herbalist-formulated to combine the best of Ayurvedic, Chinese, & Western herbalism to create a nourishing coffee alternative that holistically supports your health and energy.

Packed full of adaptogens: superherbs that help you be less of a stress-case and provide vital calm energy all day.

What does it taste like? We say: dark, rich, & robust. Earthy, a little nutty, slightly sweet with a hint of cinnamon. A little bitter, like coffee, and has a depth of mouthfeel like coffee.



WS-OG8Z
Original Rasa 8oz

WS-OG8Z-6
Case of Original Rasa 8oz
1 case = 6 8oz bags



WS-OG2P
Original Rasa "Big Sexy" 2lb



WS-OG1Z-12
Original Rasa 1oz
Only available in cases of 12



Cacao



Ingredients

Cacao*, Roasted Chicory*,
 Burdock* & Dandelion*, Eleuthero*,
 Shatavari*, He Shou Wu*,
 Codonopsis*, Ashwagandha*,
 Chaga Mycelium*, Rhodiola*,
 Ceylon Cinnamon* & Reishi*
 *ORGANIC

An indulgent treat you can say yes to... every day.

Our signature adaptogenic formula blended with fair-trade cacao beans for a mood-boosting, luxurious treat you can't get enough of (Seriously. We guzzle it here at the Rasa Casa!), and yet is still packed with adaptogens and antioxidants to be healthy enough to drink daily. And with 5 mg caffeine per 8 oz cup, you can also drink it all day long!

We tested dozens of cacao beans to find the perfect beans to complement the signature Rasa formula and also meet our stringent standards for sustainability and ethics. Our Ecuadorian criollo cacao beans were selected for their bright and robust chocolate flavor that brought out the best in our coffee alternative blend.



WS-CA8Z
 Cacao Rasa 8oz

WS-CA8Z-6
 Case of Cacao Rasa 8oz
 1 case = 6 8oz bags



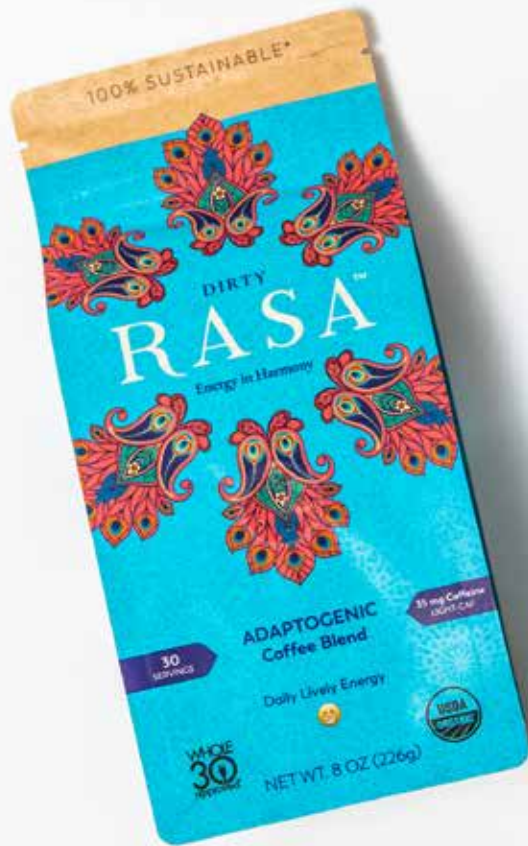
RA-CA2P
 Cacao Rasa "Big Sexy" 2lb



WS-CA1Z-12
 Cacao Rasa 1oz
 Only available in cases of 12



Dirty



Ingredients

Coffee*, Roasted Chicory*,
 Burdock* & Dandelion*, Eleuthero*,
 Shatavari*, He Shou Wu*,
 Codonopsis*, Ashwagandha*,
 Chaga Mycelium*, Rhodiola*,
 Ceylon Cinnamon* & Reishi*
 *ORGANIC

Your daily coffee, now with a hug for your nervous system.

Our signature Rasa adaptogen formula blended with organic, fair trade coffee—sourced only from women-owned and operated farms. For days when you need that extra boost, it's one of our favorite ways to enjoy Rasa.

The adaptogens in our signature formula balance out the nervous system and adrenal impacts of the coffee for a sustainable energy boost that many who are sensitive to coffee say is “the only coffee they can drink.”

Balanced, sweet and chocolatey with an earthy note. We tested dozens of coffees to find a bean to pair perfectly with our adaptogenic blend and optimize the grind that would perform optimally with Rasa's longer brew time.



WS-DR8Z
 Dirty Rasa 8oz

WS-DR8Z-6
 Case of Dirty Rasa 8oz
 1 case = 6 8oz bags



RA-DR2P
 Dirty Rasa “Big Sexy” 2lb



WS-DR1Z-12
 Dirty Rasa 1oz
 Only available in cases of 12



Bold



Energy Extracts

Rhodiola 4:1	350 mg
Eleuthero 4:1	350 mg
Schisandra 4:1	200 mg
Cordyceps 10:1	200 mg
Lion's Mane 8:1	200 mg
Gynostemma 10:1	100 mg
Shilajit 4:1	100 mg

We set out to create a caffeine rush, without caffeine.

What we ended up with has redefined how we relate to energy.

This is embodied energy. Deep energy. Focus without the hard edge. An easier access to flow. This is Bold.

Vikings had rhodiola. Siberian hunters had schisandra. Yogic sages had shilajit. Now we have Bold, a potent comprehensive formula designed for athletes, parents, entrepreneurs, creatives, & all of us navigating this intense modern world.

Formulation, at its best, creates an herbal product far greater than the individual herbs. And sometimes, far greater than what you thought you'd accomplish.



RA-BL8Z
Rasa Bold 8oz

WS-BL8Z-6
Case of Rasa Bold 8oz
1 case = 6 8oz bags



WS-BL2P
Rasa Bold "Big Sexy" 2lb



RA-BL1Z-12
Rasa Bold 1oz
Only available in case of 12



Spicy Rose Cacao



Spicy Rose Cacao

Ginger & Cayenne: circulatory stimulants that increase blood flow to the extremities

Hawthorn & Rose Petals: for opening and softening the emotional heart

Maca 10:1 extract, 300 mg

Schisandra 4:1 extract, 200 mg

We added potent aphrodisiacs to Cacao Rasa to bring you Spicy Rose Cacao.

Tastes like if a rose had sex with spicy, gingery chocolate, and they had a baby who had dominant chocolate genes.

Aphrodisiac herbs encourage greater sensation, presence, and enjoyment of sexuality. These include:

- relaxing aphrodisiacs, helpful when tension and stress inhibit your flow;
- stimulating aphrodisiacs for that extra fire;
- circulatory herbs to help get that blood flowing in all the right places;
- herbs for the emotional heart; subtle permissions to open to yourself, your partner, and your life.



RA-SR8Z
Spicy Rose Cacao 8oz

WS-SR8Z-6
Case of Spicy Rose Cacao 8oz
1 case = 6 8oz bags



WS-SR2P
Spicy Rose Cacao "Big Sexy" 2lb



RA-SR1Z-12
Spicy Rose Cacao 1oz
Only available in case of 12



Elderberry Boost

Elderberry Boost

Elderberry 10:1 extract, 650 mg

Echinacea 10:1 extract, 200 mg

Turkey Tail 8:1 extract, 125 mg

Astragalus, Ginger, Calendula

Immunity is complex—a dance between us and the world, a weaving of boundaries, efficiencies, & reserves.

To support the many pathways through which immunity protects us, we've added a potent mix of respiratory & immune tonics, circulatory stimulants, & aromatics to our adaptogen-rich Original blend. Bolster your inner defenses & move more sure-footedly through this season with Elderberry Boost.*

TASTE

An enticing blend of fresh cardamom and zesty ginger lend an aromatic, deliciously invigorating note to the robust Original Rasa base you know and love, with just a hint of berry.



RA-EB8Z
Elderberry Boost 8oz

WS-EB8Z-6
Case of Elderberry Boost 8oz
1 case = 6 8oz bags



WS-EB2P
Elderberry Boost "Big Sexy" 2lb



RA-EB1Z-12
Elderberry Boost 1oz
Only available in case of 12





Super Happy Sunshine

Joy Tonic

Scelletium 2:1 extract 15mg
Used traditionally for deepening social connection.

Mucuna 10:1 extract (40% L-dopa) 200mg

Lemon Balm 10:1, 100mg +
Lemon Myrtle

Rhodiola 4:1 extract 100mg

Joy has been a little, well, hard to come by. Super Happy Sunshine will help your system:

- Support neurotransmitters like serotonin & dopamine
- Access sustainable energy without a mood crash
- Slow down, feel your feelings, expand into a wider spectrum of joy

TASTE

Citrus lemon top notes play on an earthy base spiced with added hints of roasted cacao sweetness that finishes with spicy wild grains of paradise.

FEEL

Adaptogenic herbs help support you in opening up to a greater level of levity and relief. Our clinical herbalist Ben says the blend helps him “feel my feelings, so I can lighten my emotional stuckness & be present to moments of joyful connection.”



Image Coming Soon

RA-JT8Z

Super Hapy Sunshine 8oz

WS-JT8Z-6

Case of Super Hapy Sunshine 8oz

1 case = 6 8oz bags



WS-JT2P

Super Hapy Sunshine “Big Sexy” 2lb



Image Coming Soon

RA-JT1Z-12

Super Hapy Sunshine 1oz

Only available in case of 12

