



Ground coffee with hemp

After the brand launch in the fall of 2019, we were already looking for Quebec artisans to expand the hemp product line. And there's no shortage of them!

To start the day well, breakfast is an essential step for a healthy lifestyle. Coffee is part of our Canadian culture in our daily lives — whether it's at home, on the go, or at the office.

And why not provide some good nutrients in a hot drink in addition to its comforting aroma every morning or during a well-deserved break? Our February 2020 meeting with the Café Mystique roasting team was a revelation. This is a homegrown company that proudly conveys the shared values of sharing and ethics in the search for the best coffee beans in the world.

We are proud to have developed with Café Mystique an exclusive version of their popular and recognised “Réveil en douceur” product using our organic and local hemp products. An organic, Fair Trade Certified and “specialty grade” coffee that's full-bodied, but **light on the palate with a hempy, nutty aftertaste. Hemp, even when brewed, provides a small amount of omega-3 and 6, as well as fibre and protein.**

Focused on “functional nutrition” — a concept rooted in ORIJIN'S DNA — this product provides both great taste and nutritional benefits with a good intake of energy to start the day under the Quebec sun.

