



Hack Coffee - our new instant drink fortified with added vitamins, minerals and prebiotic fibre is here!

While completing a Stanford Medical School Nutrition Science course, Holidity founder, Dr Julia Jones, began investigating the idea of putting her daily vitamin, mineral and gut health supplements into her daily coffee. This would save money by combining the products and also make it easier to sustain the habit of taking the supplements if they were inside the already very strongly established daily coffee drinking habit.

Julia approached nutrition scientists, supplement factories and coffee experts and began prototyping the idea. It proved to be more complex than anticipated. Difficulties with the formula continued. In January 2023, Julia was invited to join a UK Government funded Food Innovation Accelerator based at the University of Greenwich nutrition science lab. This experience enabled her to find a new factory and refine the formula until it succeeded.

In November 2023, in partnership with Market Fresh Ltd, Holidity launched the first Hack Coffee product.

This great tasting instant microground coffee offers multiple wellness benefits in each cup:

- 100% RI of Vitamin D
- 50% RI of Vitamin B12
- Prebiotic fibre to help support gut health
- Plus a boost of several other essential vitamins and minerals for general health

We want to help you hack your coffee habit so it delivers more wellness into your life.

Simply make the switch to Hack Coffee today.

At approx 20p per cup this is a low effort, low cost route to healthier habits.

For more info about the Hack Coffee, the Holidity habit-hacking programme and Julia's work visit www.holidity.com or www.hackcoffees.co.uk

Holidity