

EPISODE 185

[INTRODUCTION]

[0:00:13.3] AVH: Hello out there. Is it just me or does it seem like nootropics are like the hottest thing these days? Pills and drinks and supplements infused with natural nootropics and adaptogens that are meant to improve your cognitive performance, assist in memory retention and mood and generally make you feel like a better and more productive human being.

One of the more creative companies that are doing this a little differently is Kimera Koffee and their brand that infuses their coffee with amino acids and natural extracts like Taurine, Allithiamine and L-Glutamine for energy focus and concentration.

I've tried my share of nootropic products and while I can't say that this coffee has turned me into a genius or more of a genius, I should say. I will say that the coffee is delicious and it does give me a nice positive boost without the jitters that I am definitely susceptible to with coffee and pre-workout products and I've heard this feedback from other people too.

While some nootropics may kind of be more placebo effect than others and I don't know, there's got to be more research that kind of comes out on some of these things. I can say definitively that this coffee does make me feel good, it doesn't give me some of that like anxious, going to tear my skin off feeling that some other coffee does.

I mean, that's an endorsement. Today we're talking with Frankie and Theo, they're the two founders about their product, how they do things differently in terms of their business model and how they harvest their beans, all of that.

Their marketing, their very unique approach to social media and brand ambassadors which is very entertaining. This podcast, it isn't an ad for their coffee even though I personally like it and recommend it but it's a really entertaining interview with two successful business owners who are staying true to themselves and they're doing things their own way in a very saturated market.

I think that this is interesting in that respect even if you aren't into the whole nootropic thing, even if you're not a coffee person. I hope you enjoy and let's get right into it after a brief word about our show sponsor.

[SPONSOR MESSAGE]

[0:02:16.3] AVH: Today's podcast is sponsored by Clean Made Market and the Clean Made Food Fest, taking place this October 21st and 22nd at the California Market center in downtown Los Angeles. This market plus food fest is essentially a family friendly, health and wellness lifestyle experience for folks who want to enjoy some healthy food and learn about new brands, products and services for clean living.

The Clean Food Fest is this all-inclusive tasting event that features more than 50 of So Cal's best chefs and restaurants and whether you're Paleo, Gluten free, Vegan, all of the above, this festival has food for you and whatever your preference, the event is judgment free but it's also free of gluten, dairy, soy and refined sugar which I know us paleo folks are into.

Clean Food Fest is basically, it's a great event for people with food sensitivities but just people who love food and like to eat well and healthfully. The coinciding Clean Made Market, it's all about clean living. So attendees can learn about and shop a bunch of sustainable brands, products and services as well as checkout interactive workshops, cooking demos and talks from industry leaders in categories like beauty and wellness, energy and sustainability.

Tech, pets, fitness, I could go on. Paleo Magazine is a sponsor of the event so we will have a lounge there so you can come and hang out and say hi to us as if you didn't have enough incentive to go to this already. Yeah, it's going to be great, if you want to learn more or attend this event, check them out online at cleanfoodfest.com.

[INTERVIEW]

[0:03:47.6] AVH: Alright, Frankie and Theo, welcome to the show, thank you for being here.

[0:03:51.3] FP: Thanks for having us.

[0:03:52.4] TA: It's a pleasure.

[0:03:53.6] FP: Super excited.

[0:03:54.5] AVH: Good, I'm excited too, what are you guys up to? Where are you both, what are you doing, what's going on that's exciting in your world?

[0:04:01.4] TA: Okay, I'm in, this is Theo by the way. I'm in Boston, I actually just moved here because my wife got a job at Mas General. I was down with all the other guys, the Kimera guys, Numbers and Frankie in the Dominican Republic up until like four months ago and right now, I'm talking to you, I'm drinking delicious Kimera cold brew.

[0:04:21.8] AVH: Dominican to Boston, interesting route.

[0:04:25.8] FP: I'm drinking Kimera drip, I want to be on my A game for you so.

[0:04:29.5] AVH: You guys, guess who's not drinking Kimera right now? Me.

[0:04:31.9] FP: What?

[0:04:33.8] AVH: Who's fault is that?

[0:04:36.4] TA: Frankie needed some Kimera to take on the road, it's his fault.

[0:04:40.1] AVH: Frankie.

[0:04:40.6] FP: Yeah, I sent it to your NYC address, that's what's going on.

[0:04:44.0] AVH: Well, I have had it and we'll get to that – how I appreciate it because I have like a certain – I'm kind of special in terms of how I deal with caffeine. We'll get to that part but yeah, maybe after the call I'll pressure you guys into giving me some more.

[0:04:59.6] FP: Hey, you're the one that left to Canada.

[0:05:01.6] AVH: I know but you know, you got to do what you got to do, it's so polite up here, the sun's shining. I mean, it's not a bad spot. Anyway.

[0:05:10.3] FP: I am currently in the Dominican Republic and I'm experiencing some of the backlashes of Hurricane Maria so have you guys hear like loud noises, it's probably the wind. It's very windy here.

[0:05:24.8] AVH: How does that – how does weather like that affect the crops or does it?

[0:05:30.1] TA: It does, we were lucky that it didn't affect like the center of the country where the coffee is actually located but it will affect the coffee because it will rip most of the big trees that actually shade the coffee plants and obviously, like the ground erosion and everything. We were lucky that it didn't affect our production.

[0:05:50.8] FP: Yeah, it would totally destroy like a big piece of the farm but we just got like the tail end of the hurricane, so we're good.

[0:05:58.8] AVH: Okay, good. Okay, good. Alright, well before we even get into what your coffee is all about, I just want to talk about your social media accounts because they kill me.

They are full of hilarious videos of different people being, I guess you could say, affected by Kimera Koffee and I just want you guys to talk a little bit about your social media. What's your inspiration, what's your background, how do you put these things together?

[0:06:26.5] TA: The background is none. The social media, like, I'll tell you a bit of background before Frank takes – because Frank's the funny one and he writes all the scripts. But we had no idea about social media, we had not background on it, no studies. We just decided to choose ambassadors and choose people that are –

Like extensions of ourselves and people we like and that's why you can see in our ambassadors, they're reflecting our personalities, probably exaggerated and amplified but yeah, that's Frank's personality in the videos. Frank is just like that, it's just turned on.

[0:07:05.2] AVH: Okay.

[0:07:06.8] FP: I guess I have a creative bone in my body and I feel I should have been like an actor or something or musician.

[0:07:13.8] AVH: You still can.

[0:07:16.8] FP: There might be a Kimera movie in the works. Yeah, I like filming stuff. I like editing stuff, I like music, I like making music. I used to have a boy band a couple of years ago.

[0:07:31.5] AVH: A couple of years ago?

[0:07:32.1] FP: Yeah, like two years ago.

[0:07:33.3] TA: Check him out on YouTube, Primo Producers, Numbers and our other partners are going to kill us but check it out, it's really funny.

[0:07:41.0] AVH: Wait a second. Boy band?

[0:07:44.3] FP: Yeah, a boy band at 33 years old.

[0:07:46.8] AVH: That's what I'm saying, can I call it a man band? Man band sounds good.

[0:07:50.0] TA: I guess a man band.

[0:07:52.8] FP: From a marketing perspective, I decided on boy.

[0:07:56.7] AVH: Okay, alright. That might be a whole other podcast but I am definitely going down to YouTube.

[0:08:04.3] TA: I'll send you the link.

[0:08:06.0] AVH: Yeah, please do that, show notes. Okay, speaking of your ambassadors, because I think this is a big part of your company, you guys can talk a bit more about this but for example, you've got Jujimufu right?

Who has his own Kimera Koffee blend and I'd love for you to talk about him because he's incredibly entertaining. I feel like anybody – any of our listeners who don't know who he is maybe he's a bit hard to describe, so you guys can do that for me.

Talk about how you find these guys and how you know, you know, that they align and that they will get your product in front of the right people? But that you know, you're kind of dealing with likeminded folks and why that's such a big part of what you guys do?

[0:08:45.3] TA: Jujimufu actually. We saw that famous video that he did with the splits. I don't know if you remember the one that made him famous, he was doing splits on two chairs, it was dumbbell with, I think it was 45 pound weights on each side or even more.

I saw that video when he had 3,000 Instagram followers at the time I saw the video. I just wrote him, I'm like "Hey, we have a coffee company, we're brand new." I think we were probably like a month or two months old. I told him, "Do you want to be part of it?"

He responds with a picture of himself hugging the entire coffee aisle at the super markets. He had gone out and taken a picture and just hugged the coffee. He was like super excited because apparently it was the first – we were the first people that actually reached out to him.

That's how we got him on board. I feel, that has been the general consensus on how we look for ambassadors, just people we find funny that would have a niche audience.

[0:09:51.5] AVH: Right. You're saying you got to him first before he was huge and now he's massive.

[0:09:58.2] TA: Now he's massive. He's also a partner in the company now.

[0:10:01.3] AVH: Right, as I was saying, he has his own coffee blend now, is that right?

[0:10:05.2] TA: Correct, yeah.

[0:10:06.3] AVH: How is it different from the regular?

[0:10:08.4] TA: It's just the same amino nootropic but it's dark roast. Because he wanted the – our original roast is a medium roast which is what most Americans are used to. The darker roast is actually I would say the Dominican roast, it's what we roast our beans for the Dominican public. They like it a bit darker and Jujimufu wanted it that way, so that's what it is.

[0:10:34.4] AVH: Very cool. You know, you do sponsor a lot of athletes, a lot of fighters and I know you guys have a bit of that background too. I'd love if you could talk about that and yeah, a bit more of the process of how you kind of reach out to these guys and work with them.

[0:10:51.5] TA: Yeah, Frankie took kickboxing for – he's been taking it I think for over 12 years now because he started with me. I started with like kickboxing and grappling. I just didn't like to get punched in the face, I have a big nose so I mean, I want to keep it in. I'm not a professional fighter.

[0:11:08.5] AVH: Got it.

[0:11:09.8] TA: I went the route of grappling and I'm just a big fan of – for example, these guys we sponsor which is Gary Tonin, Gordon Ryan, Eddi Comings, Jake shields is also a partner, he's an MMA fighter. Being a fan, we also looked at their accounts, we saw that they were growing and we reached out to them through Instagram. That's how we do it, through Instagram or Facebook where Frankie and I are constantly going through the Instagram feed, what's popular, we spend hours just scouring the internet and Googling like "Best drone pilot," "Best rally car driver." We just reached out to them.

[0:11:48.9] AVH: That's a pretty cool creative aspect of the company though, you guys get to interact with people that are doing cool and interesting things that you like and see if you can work together. That's pretty great way to go about it.

[0:12:01.5] TA: Yeah, I think the only one that we've been trying to push is numbers. I don't know if you've seen Numbers in our Instagram, he's this really tall lanky guy.

[0:12:10.2] AVH: No.

[0:12:10.7] TA: He has long hair, he doesn't like – he has a long-haired wig so he really doesn't have long hair. He's super funny but we haven't been able to get him to the ambassadors and create his personality and our brand. Because he's a bit more serious, so it's basically Frankie and I just going through ambassadors.

[0:12:31.6] AVH: They have to be cute, right Frankie?

[0:12:33.1] FP: No, don't pin that on me. It's Numbers. The ambassadors are pretty much like extension of ourselves so I don't think hot chick qualifies as that but I don't know if – I think that we each just like put a little bit of ourselves in some of the ambassadors. Or if I had an Instagram account or if someone had an Instagram account, what would I like to see on that? I guess that's a train of thought that goes into at least the ones that I pick.

[0:13:10.0] AVH: Okay, that makes sense. Well, let me know if you guys ever decide that you want to try something a little different and you want to sponsor like an amateur body builder/ recreational white belt with very few Instagram followers who is also a podcast host? That might be an interesting.

[0:13:27.7] FP: Yeah, just let us know if you ever come across something like that.

[0:13:30.2] AVH: Yeah, you never know. I mean, it could do something really interesting for you, you never know. Anyway, moving on. Before we get too much deeper into the cool people that you're working with and I know that this has been covered a lot of times. You can give us kind of

the quick elevator pitch but tell us about Kimera Koffee, what you're doing and why you started it?

[0:13:50.3] FP: We used to drink a lot of pre-workout, I know Theo did as well. Just before working out and we have really good coffee here in Dominican Republic. So, we decided to switch it up to something a little bit more natural. I know that listening to some other podcasts like Tim Ferris and Joe Rogan, we decided to hop on the nootropics train or brain pill train.

We found that when you paired coffee and brain pills, it was very synergistic. We took it separately and then we took it together. But when we took it together, we found ourselves being super productive and really motivated. So we started talking and just having some brainstorm sessions. The idea came about, we said "Hey, why don't we try doing this? Let's try pairing this." And you know, a couple of years later, here we are.

[0:14:47.4] AVH: Can you just tell me on a technical level like how exactly do you combine the two elements? The coffee and the nootropics? How physically is that done?

[0:14:57.3] FP: We have a pharmaceutical grade machine that homogenizes the ground coffee to the nootropics, they pretty much like blends them together.

[0:15:06.5] AVH: Okay.

[0:15:06.9] TA: Yeah, it's like a big – the easiest way for people to visualize it, once the coffee is like, right when it's roasted, we put it in to this big – it looks like a cement blender. It's a bit more complicated than and the process is a bit more difficult because it has to do with the coffee temperature at the time it's mixed in and everything. It's just like a cement mixer that you put in the ingredients.

[0:15:28.6] FP: Like a really big one.

[0:15:29.8] AVH: Got it. I know you've mentioned this before in podcasts but one of the biggest kind of most unique things I think about your coffee and the best thing for me is that you know, again, this sounds kind of cliché but it makes me feel good versus just feeling like jitters. I

cannot do a pre-workout. I can't even drink a lot of regular coffee because I will like, crawl out of my own skin and I've worked really hard to build up a tolerance so that I can –

Because I really enjoy coffee but as soon as I tried your stuff, it didn't give me any of those jitters, it doesn't give you any kind of weird stomach issues, there's no – even really like rush per se, you just feel it.

[0:16:07.8] FP: Yeah, that's the green tea extract that helps mellow out the caffeine effect.

[0:16:13.6] AVH: I guess then, yeah, tell me a bit more about the process of the actual cocktail of nootropics that you chose. I know you went through a lot of testing, right? To get the right mix?

[0:16:23.7] FP: Yeah, we spent about a year testing...

[0:16:26.8] TA: Two years of his life.

[0:16:30.0] FP: I mean, I guess, something like that, yeah, we went through 52 prototypes. The trick was, finding the nootropics that wouldn't affect the taste of a really good tasting coffee that we have here so that was a challenge.

We reached out to a lab in Virginia that helped us out but you know, there's a lot of nootropics out there and they're very bitter tasting. All of the first batches that we made, made the coffee taste like crap.

We had to adjust and keep working at it. Every nootropic plays a different role and the effects that you feel. Okay, I'll just break them down. Alpha GPC and DMA play a part in the – they're both precursors to Coleen which is a compound that's responsible for the neurons in your brain.

They enter your neuron connection so it's pretty much – you know how your mind dictates your body, it helps you say fire on all cylinders. The Theanine helps you mellow out like I was explaining, helps you hone-in the caffeine jitters and helps you experience that flow state that a lot of people talk about and then Taurine helps prolong your dopamine levels.

Let's say if normal coffee or caffeine is in your – the effects are felt for about two to three hours, this would prolong it to maybe like almost double.

[0:18:06.6] AVH: Okay, does the shelf life of the coffee change because they're a nootropic side or does that just not make a difference?

[0:18:13.4] FP: It adds a little bit of a sweeter flavor to it without the extra calories.

[0:18:19.3] TA: Yes. One of the things we're working on Ashley is that was one of the issues we wanted to increase the shelf life so our next production batch is actually going to be nitro flushed. So it will have a longer – like we're going to roast the coffee and nitro flush it immediately. So you'll open your bag eight months later, a year later, and it will be as the same-day roast.

[0:18:40.4] FP: Oxygen is the main culprit in damaging foods and nitrogen flushes is all the oxygen out of the bag.

[0:18:48.7] AVH: Interesting, okay, that's a big deal because I know a lot of coffee snobs and if you gift them a bag of coffee and it's more than like two weeks old, they're not into it.

[0:18:59.2] FP: Yeah, that's the technology that Blue Bottle Coffee uses for its ground coffee because they used – they didn't have the ground product because of the shelf life and they started implementing that.

[0:19:11.0] AVH: Yeah, okay. Do you guys, and you mentioned, you know, listening to Tim Ferris and Joe Rogan and they're talking about all this nootropic stuff. Do you guys feel like you were like relatively on the cutting edge of this nootropic thing? It seems like it's gaining a lot more popularity but maybe it's like, obviously we're maybe in different circles than the "average" person.

Do you think that this is just the latest fad for bio hackers or a very specific niche of people or do you think that this is something that could become the newest way for people to feel better and level up their lives?

[0:19:43.5] FP: I mean, you want to take this one Theo and then I'll –

[0:19:46.4] TA: yeah, I'll give you my point. I think both Frankie and I being so into fitness and being so into like the podcast. We were – we hopped on this like the nootropic train a bit earlier, even though nootropics, obviously it's been studied like since 1998. We have a bunch of studies on our blog referencing nootropics back to 1998.

Yeah, we were lucky that we were one of their early adopters and I think yeah, that's about it.

[0:20:14.0] FP: I think, well, from my point of view. I think it's our responsibility to get it to where we want to get it. I'll give you an example, Starbucks was – let's say, pretty much responsible for making coffee cool.

Coffee was known as like an old people drink. So I think it's our responsibility to create awareness of the benefits of the coffee infused with the nootropics. All the benefits and –

[0:20:41.7] AVH: I feel like you guys are the first to do this with coffee. Nootropics are everywhere and in everything but I feel like this is the first time I've seen it in this package.

[0:20:50.8] FP: I just saw another brand in Europe about two months ago, we first entered this base by ourselves. You know, we didn't know – there was a lot of unknowns but you know, we were determined, we're hard working there's no doubt that we're making it work.

[0:21:08.8] TA: Yeah, one of the things Ashley, once we started looking into all these nootropics and coffee, we realized that there was a bunch of studies done that actually link like for example, Taurine is, when done with coffee, can actually– your body will absorb it better. So coffee serves as a vessel for some of these nootropics.

Me, Frank and Alejandro were constantly trying to update that information and put it on like the social media just so people like – people like to read around and be curious and stuff like that.

[0:21:39.3] AVH: Yup. I mean, nootropics, that's a tough place to be in because I feel like there's still, obviously it's still new and there's still research that's coming out and – but a lot of it, it's like it's hard to track and it's hard to test. I've been fortunate to try a lot of different nootropic products and some I felt did nothing and some I felt were pretty made like, pretty significant changes in how I felt. But a lot of it, I mean, you can say is a placebo effect. Is it completely dependent on who you are and what you're doing and what your background is?

What you are sensitive to or not and so – it's a really tough kind of – I guess category to try to like quantify and put rules on because it's just – that's so dependent on so many things I feel.

[0:22:25.9] FP: Well, that's pretty much like caffeine itself on its own you know? Some people don't feel any effects with caffeine. Some people get tired when they drink coffee, some people get really wired when they drink coffee.

It's pretty much, you know, how your body chemistry reacts to that chemical and as well as your metabolism. How fast your body can metabolize these components.

[0:22:49.1] AVH: Right. We have some listeners that you know, in the health and fitness space, I'm just going to say it, anal people who are very concerned with the details and want everything to be perfect. I was reading on your website and you talk about how your coffee is not certified organic but that you don't use pesticides, insecticides. You know, you use wet processing to eliminate mold and toxins, which is like the new big thing that everyone's scared of.

You go through a lot of processes to make sure that this coffee is clean and good and of the highest quality. I'd love for you to kind of talk a little bit about why it isn't certified and why in some cases that maybe doesn't even mean much. You know, that word, that certified organic kind of label?

[0:23:34.2] TA: This is a question I get all the time and I'll address the mold issue first. One of the things that's interesting because Bullet Proof built their whole brand around mycotoxins and barely mold free. But actually, the US has been evaluating that since the 70's.

Most coffee importers can't import, how would you say, like the molded coffee. Besides that mycotoxins are in your water, they're in your air ducts. So it's something most coffee that you drink and you get into the store won't have micro toxins in it. It won't have mold because all of them are wet process, most farmers around the world already have adapted that. The other thing with the organic, we are not certified organic. As a new company getting that rainforest certified organic certified, it puts a financial burden on us and it would also put it on the farmers because a lot of the –

[0:24:30.3] FP: Yeah because we would have to demand, we would have to change some of our coffee suppliers and we've become really good friends with the owners of the farm and their staff which are hardworking farmers. That community is a really beautiful community. You know when someone comes along and makes them change to organic, it puts a strain on them.

[0:24:55.6] TA: Yeah and also let's say they are doing their organic harvest, something happens to that harvest and it gets damaged their entire year's work of the entire family, their entire yearly income is basically out the window. So it's not very financially secure for these guys to do it. But we're trying to work our way around it and we're moving towards all that organic, fair trade, all that stuff.

[0:25:23.4] AVH: Got it. I mean when it comes to organic natural flavor, all of these things. I think people are learning to be weary of labels and a lot of times specially in the US labels don't mean anything or are even purposely misleading. So I think it's ultimately about doing your research and when you want to invest in a company or use certain products, like just educate yourself and figure out what people are doing. Labels aren't necessarily the most important part of that.

[0:25:49.5] FP: Yeah, I mean also the organic label is to weed out some of the bad coffee suppliers. Some people just to make a buck will go to the cheapest beans and try to sell it like a premium plug price. Or try to make the most money they can out of it. But you know when let's

say, when our farm uses manure and potassium and phosphate to grow the beans, which is the same as pesticides, then the organic label just makes all of that let's say, go away.

[0:26:31.4] AVH: Right.

[0:26:31.5] TA: Yeah and like Frank is saying when we were working with the farmers like Kimera is basically located two hours away from the farmer. So we buy and we roast our coffee directly with the farmers. So there's no middle man. There's a lot of coffee roasters, they never even visit the country where they are getting their supplies and so that is one of the advantages where each harvest we're trying to evolve and learn more about the bean, learn more about the growing process, so yeah.

[0:27:05.1] AVH: Very cool and so your company is based in the Dominican, Theo you're in Boston. You've got like you said ambassador sort of in cities all over the place. Can you talk a little bit about the company structure like how many people work for Kimera? How many ambassadors do you have? What are they doing? How does this whole network work?

[0:27:24.6] TA: Okay, Frankie do you want to take it?

[0:27:27.3] FP: We have about 30 brand ambassadors which we rotate, not like some of our staple ones like Jujimufu. He is actually a partner now. So we usually do like three month cycles just to keep it fresh, what was the second half of the question? I'm sorry my attention span is portable.

[0:27:49.6] TA: Yeah, just drop for sure.

[0:27:51.0] AVH: I thought you were downing nootropics over there Frankie or maybe it's the storm that's –

[0:27:55.9] TA: He's holding, I think he has to hold that.

[0:27:57.8] FP: I am scared of the storm, yeah I am looking out of the window.

[0:27:59.4] TA: He's holding the antenna out the window.

[0:28:01.1] FP: Yeah, I am trying to keep my cool here but actually I am doing a really scared face right now looking out my window at all the trees falling.

[0:28:08.3] AVH: It's good it's audio only, so we can't see how you're hiding in the closet.

[0:28:12.3] TA: Maybe it would have been entertaining to have Frank hanging out the window with his head out, yeah.

[0:28:17.1] AVH: That's going to be part two like I said, part two we are going to do something like that –

[0:28:20.9] TA: Yeah, so the second part of your question was the structure at Kimera Koffee. It's basically run by Frankie who's on Instagram. He's @frankiekimera and then it's me and Numbers, who is our other partner, who's almost never on the podcast. He is like a seven-foot tall, a long lanky giant.

[0:28:41.2] AVH: Okay, so it's a small – you guys are pretty small operations still.

[0:28:47.5] FP: Yeah.

[0:28:47.7] TA: Super small.

[0:28:48.4] FP: Yeah we are small.

[0:28:49.4] AVH: So I love asking nosy questions about business owners, high performing people and how you actually take care of yourselves. Because so often the people who are selling health to people don't always get the chance to be healthy themselves right. So I would love it if you guys could walk me through like how you guys take care of themselves. How do you eat, how do you like to work out, what's your general process?

[0:29:13.9] TA: Well basically I wake up. I either walk the dog or if my wife wakes up first, then she will walk the dog. Then I have a coffee and I usually will go and work out the days that I don't have jujitsu. I alternate weight lifting and jujitsu. I have a pretty high metabolism so I eat healthy. I try not to eat a lot of carbs but I can eat whatever I want and not gain weight. I can eat a burger a week.

[0:29:38.7] AVH: Great, congratulations.

[0:29:40.3] TA: Yeah and besides regular weight training on alternating days like I focus most of my training around improving my jujitsu. So I will do yoga at least twice a week, weight training three times a week and then right now, I'm only doing jujitsu twice a week because the gym is a bit far. But that's how my day breaks down in terms of workout.

[0:30:02.4] AVH: I want to ask a question about jujitsu because as I said because I am a really high level NOGI white belt that practices recreationally. So one of my issues with jujitsu, which I love it, I enjoy it so much. But my classes, usually when I take them, are in the evening and when I come home, my cortisol is so spiked and I am out of my mind. I have a really hard time coming down afterwards. So do you have any recommendations for how someone can do that, other than just like try to practice in the morning?

What can you do? Because it's different than I work out a lot and I have a long history with different kinds of sports and stuff. But there's something different between even doing like a cross fit workout and an hour where someone is trying to choke you the entire time.

[0:30:50.3] FP: It's like fighting for your life.

[0:30:51.7] AVH: Exactly like you really do, even – like people who don't train this don't necessarily know. But it's not even off the top of your mind. You're thinking, "I'm learning a skill, I trust this person that I am rolling with, your body is fine." Your body still thinks like someone's trying to kill you. So it's very hard to just go home and read a nice book and fall off to sleep afterwards. So did you have any suggestions for that?

[0:31:15.5] TA: Actually I do. Nick the Tooth, who is one of our ambassadors, he also has a podcast. He had a deep sea diver on who we also sponsor and he recommended Apnea Trainer. It is an app, it is a breathing app. So you go in there and the app will tell you how to breathe and if you want to do breathing exercises to warm up, then you can do that. If you want to do a breathing exercise to calm down, you can do that and it's super useful. So I would say just use that.

[0:31:45.5] FP: You know what also works, you could drink like a bottle of wine. You know that will score.

[0:31:51.1] AVH: Yeah you know if it doesn't not work we'll say that. But the quality of sleep after a bottle of wine isn't so great. So you've got to pick your battles. But I mean maybe that is a good point, like go choke somebody out for an hour, down a bottle of wine and just see what happens.

[0:32:04.8] FP: And then get stupid drunk and pass out?

[0:32:06.7] TA: Or get choked out before going to sleep and there you go.

[0:32:10.1] AVH: Alright well this is going down a whole other – we need to talk about this maybe later on. But okay, that makes sense and do you guys know Brian McKenzie? He's the power speed endurance, cross fit, endurance guy. He does a lot of stuff with breathing and breathing techniques too. I have actually done a couple like gone through some exercises with him and it really is mind blowing.

Because for someone like me who I am not into yoga at all, I don't enjoy anything that is telling me to relax on purpose. It just pisses me off for some reasons so I don't really enjoy yoga. But a lot of these breathing techniques and exercises because they aren't woo-woo so much as just this is a practice that is going to help you perform. And some of them it's pretty incredible how breathing can make you feel like similar to certain drugs even, it's amazing.

[0:32:59.9] FP: Yeah like the Wim Hof method.

[0:33:01.7] AVH: Yeah, that's it. I don't know if you guys – yeah, Brian McKenzie does this part of this thing, XBT and it's like Wim Hof. He was part of it too and was helping inform these kind of breathing practices. But the first time I did it, it was this half hour, they led you through it, sort of like a yoga class where they're saying, "Here's how long you have to breathe in and breathe out and hold your breath and do this whole thing." And the first time I did it my entire body went numb.

I've got tears streaming down my face, I was high for an hour afterwards, it was insane and it was just from breathing, like really it's no joke.

[0:33:35.6] FP: Yeah, that's always been really interesting to me so it is definitely on my bucket list.

[0:33:40.4] AVH: Yeah, alright Frankie tell me about what you do to stay fit and healthy.

[0:33:45.4] FP: I take a Kimera baths so I like to soak in my Kimera Koffee lather myself, yep.

[0:33:51.4] AVH: Really? Like the grounds after you've made some coffee?

[0:33:55.6] FP: Yeah so like a hot tub type of deal.

[0:34:00.1] AVH: Where is the video of that online?

[0:34:02.5] FP: I'm just messing, what do I do? I like to do some kickboxing. I do some NOGI as well. I like to go running in the park. I love nature, I love going outdoors and doing stuff. During the weekends, I weight train outdoors in the park and I do some cross fit too. I don't know, I guess I like to cross train.

[0:34:21.5] AVH: Nice, so nothing too dogmatic, just kind of whatever you feel like doing?

[0:34:25.9] FP: Yeah, pretty much.

[0:34:27.3] AVH: And food wise are you also like Theo?

[0:34:30.7] FP: Oh my god, I look at carbs and I gain weight.

[0:34:32.6] AVH: Okay, alright then.

[0:34:34.2] FP: So I am under strict control all the time so.

[0:34:39.7] AVH: What about so are you on no cream.

[0:34:41.2] FP: I am a certified nutritionist so I really wanted to know what was going on because I felt that, for example when I am hanging out with Theo. He consumes way more calories than me. Yet, you know, he doesn't gain weight like I do. Plus I am also like 40 or 50 pounds heavier than him. So I was really curious to know about the human biology and stuff like that so I decided to take an online course with the International Sports Association. Yeah, I am always counting my macros and paying attention to what food is going in my body and stuff like that.

[0:35:19.6] AVH: I got to say I like to rebel against the notion of counting macros because I just hate the idea. No, not at all actually. I don't even want to say that if I eat carbs I explode. I eat like I will go months where I would just eat as much as a 200 pound man and then I wonder why I am gaining weight. Because I just love to eat. So I have to say, like the macro counting thing, even though I don't love the idea of it. In practice it really is so effective because it just makes you more mindful.

It makes you more aware of what you are doing and I can tell, "Oh maybe I shouldn't eat 5,000 calories because I am not a giant person." So I think it does help reign it in.

[0:35:55.8] FP: Yeah, you're more accountable.

[0:35:57.1] AVH: Yeah, exactly.

[0:35:58.5] FP: But it looks like you have really good genetics.

[0:36:01.1] AVH: I mean yeah, thanks mom. I guess, I do alright and I also put a lot of work into it but I think that is part of the fun too. Like you said, you started, you took this nutrition course. I like to learn, I like to try different things. I've gone through the body building world and done a couple of shows and done that process and seen what it's like to get yourself really lean. I've done powerlifting. I like to try new things and see what the body is capable of and see how it reacts to things. I think that's fun.

[0:36:31.2] FP: It gives you a better point of view, a better perspective. Also it helps you with your guests. You can relate more to them, right?

[0:36:37.8] AVH: There you go. So do you – if you are talking about carbs being problematic are you into the Keto thing or do you just try to kind of?

[0:36:45.1] FP: I tried that but you know I looked really small. I didn't like the way that I looked. I was feeling weak too. So I do low carb but not no carb. I love carbs, so I'm just mindful of them.

[0:37:01.8] AVH: Yeah, I found a lot of fitter athletic men have that reaction to it, in that you can lose fat really fast but then it's harder to keep the energy up, the strength up, the muscle up, muscle gain is tougher. So I mean maybe it is one of those quick fixes for people if they need to just get off the carbs a little bit and lean out. But maybe not something you want to do your whole life.

[0:37:27.7] FP: Yeah I think that cycling, stuff like that ,makes for a better formula because your body doesn't get used to a single one thing because your body like to adapt to new things.

[0:37:41.7] AVH: So back to Kimera, any plans on expansion, more products, do you see yourself putting nootropics into things that are not coffee? Do you see yourself having the coffee in whole foods or stores everywhere? Do you have a very specific goal for where you want this to go or you're just growing and seeing where it goes?

[0:38:04.4] FP: We have a couple of products in the pipeline but I don't think we've fully exploited all the different types of coffees that we have here and all the combinations that we

could put together. So I think we do have – we just launched a coconut oil in single serving packs and a whole bean product.

[0:38:23.4] AVH: Is that the Pea Berry?

[0:38:25.1] FP: Yeah the Pea Berry, Theo you want to explain that?

[0:38:27.5] TA: Yeah, so Pea Berry so each coffee plant has a mutation or the bean. So a regular coffee cherry is a cherry with two beans inside. So every plant has a 3-5% mutation that the two beans actually form one single bean so its round. It has to be picked by hand. It's a lot more labor intensive obviously and people like it more because it's a bit smoother. I really can't tell the difference that much.

[0:38:59.8] FP: It's a bit fruitier. I can definitely tell you that.

[0:39:02.4] TA: But people really like it and it's what we actually been using on our limited edition blends like the Christmas blend. We're just selling it now, we call it Phase One by Kimera Koffee. So it has no nootropics, it's for the coffee snobs, you can give that to the coffee snobs.

[0:39:16.2] AVH: Got it.

[0:39:16.9] TA: Yeah, I'm a coffee snob. I like to do my tastings in cavathiei cups.

[0:39:23.0] AVH: No big –

[0:39:23.8] TA: Frank has a goblet in his backpack and he always pulls it out.

[0:39:26.3] AVH: Crystal goblet.

[0:39:28.2] FP: Everybody looks at me like, "Who is this weirdo, what's he doing?"

[0:39:30.4] AVH: Alright, I'm into it. I mean, yeah, why not?

[0:39:33.8] FP: For the process.

[0:39:37.0] AVH: Again, people can get it online but do you want to have some kind of brick and mortar situation? Do you want to have it in whole foods?

[0:39:45.0] FP: We do.

[0:39:46.0] TA: We do want to expand, that's one of our goals for 2018. We're also experimenting a bit with chocolate which has been successful. We have like – Frank and I are constantly brainstorming, we're like, "Let's put... Let's do this with Kimera, let's do that." Yeah, if we had an infinite amount of money, you'd see 20 Kimera products out. And I'm pretty sure they'd all be successful.

[0:40:08.9] AVH: Yeah, well I can tell you right now.

[0:40:10.2] FP: We have some fun stuff in the works that we'll tell you about when we come back on.

[0:40:15.7] AVH: Awesome. Yeah, I mean, the chocolate thing already like you guys know, that's a winner, you can't – yeah, that's a good idea. Alright.

[0:40:24.5] FP: But we have a lot of crops here. Everything, pretty much everything that we do brainstorm is something that you know, we have pretty much in our backyard. So that we can go and pick the batches ourselves and not like have to count, not have to deal with like a middle man. I really like that.

[0:40:43.1] TA: Yeah, we want to showcase what the country has to offer, that's one of the things that's important for – to both Frank and I. We want to put the Dominican Republic not only like a tourist level but we want to put it on also like an industrial commercial trading level.

[0:41:01.1] AVH: Very cool. Where can our listeners follow you guys because we've been talking this up this whole time about how we got to – you guys, your social media's insane so

where can people follow you, where can I get the coffee, where can they learn more about what you guys are doing?

[0:41:16.8] FP: I'm at @frankie_chiimera and our Instagram is @kimerakoffee. Theo is what's your –

[0:41:28.5] TA: @tarmanteros. Like, if you want to see dog pictures and basically me around Boston, that's what you're going to get. Frankie, you're going to get a lot more.

[0:41:36.8] AVH: You don't have any like dancing videos and EDM on yours?

[0:41:39.7] TA: No, I'll probably do one, my first one, I promise I'll do my first one when we got up to New York to visit you.

[0:41:46.1] AVH: Okay, alright. Well, I already planned like, I have some work out ideas that we can do, I have like – I'm thinking maybe a nice, like arm wrestling competition, that's a secret not so secret skill that I have that might be kind of fun to explore. Yeah.

We could definitely have some fun in New York for sure.

[0:42:03.4] TA: You can do a grappling match against some of our ambassadors.

[0:42:07.3] AVH: So good. Alright, I'm really excited guys. Frankie.

[0:42:11.6] FP: You can find our coffee at Kimerakoffee.com at amazon as well and if you use promo code "legend", you get 15% off so go ahead and check this out.

[0:42:25.2] AVH: And everybody listen to me, I'm the smartest. It's the best coffee I've ever had, it really is the best coffee I've ever had. You can't lose, like try some of those stuff, it's amazing. Theo, Frankie, thank you so much for taking the time, thank you for braving the storms to get on this call today. I appreciate it. I'm really looking forward to part two.

[0:42:46.7] FP: To your listeners, hook a brother up and buy some of our coffee. I got kids to feed, come on man. Yeah. Get on the website right now, please.

[0:42:55.2] AVH: That's the best marketing plan you've used is the desperation play, it works every time. Alright, thanks guys, I appreciate it.

[END OF INTERVIEW]

[0:43:10.2] AVH: All right, that's it for today, thanks for listening and thanks again to our show sponsor, Clean Made Market and the Clean Food Fest which is coming up very soon in LA on October 21st and 22nd. If you want to learn more, you should go to cleanfoodfest.com and you can also check them out on Instagram @cleanmaid and @cleanfoodfest.

If you haven't picked up a copy of our October / November issue of Paleo Magazine, it's on stands now and we've gotten a lot of really good feedback, there are so many amazing fall recipes, I feel like people are really loving them, they're talking about them on social media, it's great.

I mean, four words: flourless, banana, avocado, brownies. I mean, what else do you need, right? There may be a couple of pumpkin spice related treats I there for you too because 'tis the season. Head to paleomagonline.com if you want to subscribe and get the digital version or go out and find it wherever awesome magazines are sold.

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If you have some constructive criticism, except for maybe get a better host because you're stuck with me. But otherwise, send us a message on social media, @paleomagazine or to me personally, @themusclemaven and we will do our best to give you what you want. That's it, thanks and I hope you join me next week.

[OUTRO]

[0:44:47.8] AV: Paleo Magazine Radio is brought to you by the Paleo Media Group and is produced by We Edit Podcasts. Our show music features the song *Light It Up*, by Morgan Heritage and Jo Mersa Marley, and on behalf of everyone at Paleo Magazine, thank you for listening.

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