

# THE COCONUT MAN SAYS HE SHOULD HAVE BEEN DEAD BY NOW!

Submitted by: Cocofina

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Situated on the tropical Malabar Coast of southwestern India and famous for its beautiful backwaters, the state known as Kerala has been called one of the '10 paradises in the world'<sup>1</sup>. In Sanskrit it translates as 'land of coconuts' which is where Jacob Thundil, Founder and chief nut of Cocofina was born and raised and where his journey began.

Unsurprisingly Kerala is surrounded by coconuts trees and it was as a young boy that he would watch a farmer come to his home and harvest the coconuts from the palms in his garden. Outside of Kerala and wherever he travelled he just could not find any good quality coconut products. The lightbulb moment arrived in 2004 when he was sat on Ipanema beach in Rio de Janeiro sipping coconut water straight from the nut. He realised he could bottle the water and sell it and went on from there to become the first in 2005, to start selling coconut water in the UK. Fast forward to 2018 and Cocofina now has a range of 32 products and is sold in 28 countries.

Chief Nut & Founder Jacob Thundil says "The title of the recent coconut oil news is very sensationalist and dramatic. If coconut oil were pure poison, everyone in Kerala including myself should be dead by now! A balanced diet is important and even within the sensationalist article it touches on the fact that there is not enough research to prove the merits of coconut oil since it's a different kind of saturated fat called MCT. Coconut oil has a respectable place in your kitchen and vanity case. It has a high flash point, great taste and has proven to be a good moisturizer for hair and skin. Personally I use coconut oil, olive oil, rape seed oil & rice bran oil depending on what I am cooking"

Prof Kay-Tee Khaw and Prof Nita Forouhi from the University of Cambridge along with the BBC, ran an experiment with 100 volunteers over 50 years of age to test the effects of coconut oil on LDL cholesterol. The results of the study although limited in scope was that coconut oil did not raise bad cholesterol, but it increases the levels of good cholesterol.

The proponents of Coconut oil claim that coconut oil is rich in MCT's, which are processed by body differently from other saturated fats. This study has been published in the British medical journal and we hope further studies will be done to throw light on this.

For further information, images or quotes, please contact Paola Toska at the Cocofina press office on +44 (0)1895 or by email to [paola@cocofina.com](mailto:paola@cocofina.com). To review products including our latest Hazelnut and Chocolate spread sweetened with coconut sugar please be in touch.

<https://www.cocofina.com/collections/all>

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<sup>1</sup>National Geographic Traveler

NOTES TO EDITOR

BBC World News:

<https://vimeo.com/215203761>

BBC Dragon's Den private clip with access code:

Code CFDD

<https://vimeo.com/182587410>

