Feed Your Mind

For many, coconuts were an introduction to the idea of brain food.

The fat in coconut oil is largely composed of medium-chain tryglycerides (MCTs), which are quickly metabolized into ketones and have been shown to help with brain disorders such as Alzheimer’s and epilepsy. While several whole foods contain nutrients supporting brain health, we’re now seeing functional ingredients linked to neuronutrition, like adaptogens and concentrated MCT oil, being added to CPG products.

28% increase in U.S. coconut oil consumption from 2008 to 2009.

Continuing to forge the path for more widespread neuronutrition products leveraging MCT oil, good fats, adaptogenic herbs, and mushrooms will become more prevalent in CPG and foodservice categories.

900 new product launches citing MCT as an ingredient in 2018.

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