



# GUARANA POWER

The GUARANA softdrink is produced by COAIMA, a guaraná farmers' cooperative from Maués in the Brazilian Amazon, in collaboration with Superflex. COAIMA have organised themselves in response to the activities of multinational corporations Ambev and PepsiCo, a cartel whose monopoly on purchase of the raw material has driven the price paid for guaraná seeds down by 80% while the cost of their products to the consumer has risen. The intention with GUARANA is to use global brands and their strategies - for example Ambev/ PepsiCo's Antarctica softdrink - as raw material for a counter-economic position, and to reclaim the original use of the Maués guaraná plant as a powerful natural tonic, not just a symbol. GUARANA contains much more original Maués guaraná for energy and empowerment.

[www.guaranapower.org](http://www.guaranapower.org)

