

THE CONSCIOUS PRE-GAME

meditation & cacao ceremony

an alternative way to pre-game

cacao (chocolate in its purest, drinkable form) produces heart-opening, energizing, playful, blissful, yet grounding and centering effects while keeping your mind clear

meditation allows you to relax, ground, and become centered before going on stage

eases “pre-show jitters” & overall tour stress

cacao contains magnesium (reduces anxiety/promotes relaxation), anandamide (“the bliss molecule”), and precursors to dopamine and serotonin (“feel good” hormones)

helps you get “in the zone”

cacao contains phenethylamine (PEA), a neurochemical said to be released when you’re so engrossed in a task that you lose track of time (or when you become lost in the music)

facilitates chemistry/connection with band mates

ceremony provides a quiet, safe space to check-in with how everyone is doing, thereby encouraging camaraderie among band members/crew

cacao contains theobromine, a cardiovascular stimulant that opens the heart, making it easier to connect with others (on and off stage)

enhances creativity

cacao is a vasodilator that increases blood flow to the brain; theobromine and PEA improve focus, clarity, and motivation, while magnesium promotes a relaxed state that helps you “get out of your own way” (or overcome creative blocks)

combats tour fatigue

theobromine provides a more sustained energy boost than caffeine (slower absorption rate; no spike & crash)

supports mental, spiritual, and emotional well-being while on the road

ceremony provides time & space to slow down & breathe during the fast-paced chaos of tour

cacao is a non-psychedelic plant medicine that supports spiritual growth

supports physical health

cacao is a nutrient-dense superfood that contains antioxidants and flavonoids

