



CHOICE ORGANIC TEAS RECEIVES RESPONSIBLE PACKAGING AWARD

Sustainable Packaging: Just One Element of Company's Ongoing Commitment to Responsible Manufacturing

Seattle, WA (September 2011) — [CHOICE ORGANIC TEAS](#), the first exclusively organic tea crafter in the United States and the first in the country to introduce Fair Trade Certified™ teas, has just received the Responsible Packaging Award from the Food Trade Sustainability Association. One of only five brands presented with the award at this year's Natural Products Expo East Show, Choice Organic Teas was selected for its compostable, staple-free tea bags and tags, and 100% recycled paperboard/65% post-consumer content cardboard box.

"We are honored to receive the Responsible Packaging Award," said Anne-Marie Phillips, Head of Sales and Marketing for Choice Organic Teas. "We've worked hard to source packaging that meets our high standards of quality while limiting environmental impact. And as important as responsible packaging is, it's only one part of our company's larger commitment to social and environmental sustainability."

Included below are the many ways Choice Organic Teas has demonstrated its commitment to environmentally responsible business practices:

- All teas are certified organic and the entire facility is certified organic.
- First tea company to be Non-GMO Verified by the Non-GMO Project.
- Purchases renewable energy certificates (RECs) to offset emissions from 100% of its electricity usage and to support clean energy development such as wind power.
- Uses smart lighting that automatically regulates lighting with natural light and motion detectors.
- Continues to work with Seattle City Light Conservation Resources Division and their rebate program to reduce the company's energy consumption by purchasing more energy efficient equipment in addition to what the company already has, such as its new energy efficient air compressor.
- Provides incentives to employees who walk, bike, or bus to work a minimum of 20 times per month.
- Reuses or recycles 75% of total waste. The company recycles all paper, cardboard, plastic and aluminum.
- Uses 100% recycled paperboard for its tea boxes.
- Uses unbleached paper envelopes and unbleached, natural fiber staple-free tea bags and tags which are all compostable.

Socially responsible business practices include:

- Over 80% of its teas are Fair Trade Certified™
- For every kilo of tea purchased from Fair Trade Certified gardens, Choice Organic Teas pays an additional \$1.10 premium directly to worker-managed funds, empowering workers to improve their own lives and benefit the community.
- A portion of the profits from its five new teas supports the Jane Goodall Institute (JGI).

- For every box of tea purchased at PCC Natural Markets, the company donates 5 cents to the PCC Farmland Trust (the first and only organic farmland trust in the country with the mission to secure, preserve, and steward threatened farmland in the Northwest).

In a recent release distributed by the Responsible Packaging Project (which co-sponsored the Awards), Nate Schlachter, Executive Director of the Food Trade Sustainability Leadership Association said, “We are excited to award brands who are leaders in the industry and demonstrate a commitment to innovation, collaboration, open inquiry, and the pursuit of a zero waste future.”

About CHOICE ORGANIC TEAS

A brand of Granum, Inc. of Seattle, CHOICE ORGANIC TEAS made its debut in 1989. As North America's #1 selling exclusively certified organic tea line, Choice Organic Teas has promoted the growth and development of organic agriculture in tea estates worldwide and offers more than seventy-five varieties of teas and herbal infusions available in tea bags, tea pyramids, and loose leaf. In 2000, Choice Organic Teas became the first tea crafter in the United States to offer Fair Trade Certified™ tea. Choice Organic Teas is one of the few tea companies that packages its own tea, which gives the company direct control over quality, food safety, and costs. And, since it is all packed in the United States, it contributes to U.S. jobs. Visit www.choiceorganicteas.com for more information.

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