

FOR IMMEDIATE RELEASE

Compostable Coffee Pods on *Made by Destruction*

TORONTO, ON – December 1, 2017 – Club Coffee’s PurPod100™ will be profiled on a new episode of “*Made by Destruction*.” The episode will appear:

- Monday December 4 at 8:30 pm
- on Discovery Canada

The segment on PurPod100™ will centre on production of the pod’s unique compostable ring that is used by leading coffee brands such as President’s Choice, McCafé Canada, Muskoka Roastery, Bridgehead, Ethical Bean and Jumping Bean. It will show how compostable materials are produced and combined to create the ring. It will demonstrate how the chaff that is a byproduct of coffee bean roasting is diverted from waste and given a new life as a key ingredient in the ring.

Made by Destruction shows how everything from obsolete airplanes to empty bottles are being split apart, stripped down, melted, shredded, and re-invented in ingenious and extraordinary ways.

Viewers will see the contributions of two key companies to this pod. Competitive Green Technologies of Leamington, Ontario produces the advanced compostable bioresin, drawing on research that took place at the University of Guelph’s Bioproducts Discovery and Development Centre. Fourmark Manufacturing creates the rings at its plant in Oakville, Ontario.

The segment will then go behind the scenes at Club Coffee to show how the rings are integrated with other components and then filled with great coffee to complete to process – on the way to coffee lovers across Canada and the United States.

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About Club Coffee – www.clubcoffee.ca

Since 1906, Club Coffee has built a reputation for quality and innovation. With more than 500 custom label products and more than 160 Club Coffee branded products, we are the largest roaster, contract manufacturer and distributor of packaged coffees that Canadians buy from grocery stores. Club Coffee fully meets the stringent requirements for Organic, Rainforest Alliance, Fair Trade and Kosher certifications, and is a leader in developing sustainable coffee solutions.

Learn more about PürPod100™, the world’s first Certified 100% Compostable single serve pod for coffee, tea and other hot beverages in the dominant North American single serve format at www.purpod100.com

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