



FOR IMMEDIATE RELEASE

Compostable Coffee Pods on Track to Toronto Approval

TORONTO, ON. – April 12, 2018 – The City of Toronto is much closer to a decision to accept Club Coffee’s compostable single serve coffee pods in their green bin food and organic waste program, says Club Coffee CEO John Pigott. Club Coffee is the producer of PŭrPod100™ the world’s first certified 100% compostable pod for coffee, tea and other hot beverages. Many brands in Canada and the United States have chosen the compostable pods for their single serve coffees because consumers enjoy a fresher, better tasting coffee in the kind of environmentally friendly format they prefer.

The City’s Public Works and Infrastructure Committee met on April 11th and heard officials describe their ongoing constructive collaboration with Club Coffee. The company and City officials are finalizing details for a formal test of the pods. Results are expected to mirror evidence to date that indicates the pods break down to the City’s required standard.

Toronto Ward 1 Councillor Vincent Crisanti commented, “I have been working with City staff to speed up a decision on this Made-in-Toronto innovation and I am glad to see how much progress is being made. The compostable pod is good for the environment and good for jobs in Toronto because it clearly delivers what consumers want.”

Councillors demonstrated interest in how simple it is for consumers to dispose of their used PŭrPod100™ in green bins with other food waste. This was in sharp contrast to the concern by Councillors and staff about contamination when people include items that do not belong in their “blue bin” recycling boxes.

City staff project a \$9 million per year financial impact on the City’s waste diversion programs from all forms of contamination. They predicted a possible 3% increase in solid waste tax rates for Toronto residents in the future. Many other municipalities and recyclers are experiencing the same problems. That led to doubts from Councillors and officials about conventional coffee-filled plastic single serve pods in Toronto’s plastic recycling system when coffee grounds can have negative impacts on the City’s sale of recycled newsprint and plastics. City research suggests only 31% of Toronto residents would even try to separate plastic pods prior to recycling them.

As Pigott notes, “We have started work with the City on policy issues including a commitment to effective education so consumers in Toronto and other cities know exactly what to do with our compostable single serve pods. The risks of no action or the wrong action are too great to taxpayers and coffee brands who deserve better.”

Club Coffee's presentations to the Committee enabled it to clarify information about PūrPod100™ including:

- It breaks down entirely in as little as five weeks in managed aerobic composting systems designed to produce high-quality compost;
- It breaks down at rates comparable to most food waste and faster than bones, fruit pits and other commonly accepted food wastes;
- It contains 90% coffee by weight, with diversion of this nitrogen-rich food from landfills and the recycling stream supporting achievement of waste diversion and greenhouse-gas targets;
- It has been approved for food/organic waste programs in Canada and the United States; and
- It is the first single serve pod to be certified 100% compostable under the independent Biodegradable Products Institute Compostable Logo program.

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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 a major 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 PūrPod100™, 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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