

# FRESH CUP

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THE VOICE OF THE SPECIALTY BEVERAGE INDUSTRY



## COUNTER INTELLIGENCE

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### ECO-FRIENDLY PARTNERSHIPS EARNS KUDOS ▼

#### International Paper and Green Mountain Coffee

**Roasters** have been awarded a 2007 Sustainability Award from the SCAA, given annually to specialty coffee professionals who have created innovative projects to expand and promote sustainability. The award was in the category of "Sustainable Business Partnerships Resulting in a Sustainable Product" in honor of the partnership that resulted in the ecotainer. By utilizing a corn-based liner that enables 100-percent biodegradability of the cup, Green Mountain will conserve the consumption of nearly a quarter of a million pounds of non-renewable petrochemical materials every year.



In other ecotainer news, **Portland Roasting** recently became the first Northwest company to offer the ecotainer. The introduction coincided with the debut of the company's earthy new look, which earned the Best New Product—Packaging award at the SCAA's May conference. The look was created to reflect the company's

tradition of supporting coffee growers and farms through its business practices.

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