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FOAM

NEWS STEAMING UP AROUND THE COFFEE WORLD

COFFEE TO-GO NOW ECOFRIENDLY

It's not like the citizens of Portland, Ore., are going to start tossing their trash on the ground. They take a little too much pride in their city for that. But now when their refuse makes it to the dump, it won't be there taking up space forever, at least not their coffee cups anyway, since the Portland Roasting Company has introduced the ecotainer, a to-go cup made of fully renewable materials and a corn-based liner that allows the entire cup to biodegrade over time.

"The ecotainer was an obvious next step for us," says Mark Stell, managing partner at Portland Roasting. "It takes a huge amount of non-renewable energy to produce a conventional disposable cup and these cups just stack up in landfills. We are excited to be at the forefront of the movement to distribute eco-friendly packaging."

The ecotainer cup, once it makes it to the landfill, ultimately breaks down, under the proper circumstances, into nothing more than water, carbon dioxide and organic matter. Unlike

conventional cups, which are made with polyethylene, the ecotainer lining is coated with a bioplastic made from corn. The liner is covered with an outer layer of paper, which is harvested from trees managed in accordance with Sustainable Forestry Initiative guidelines making the ecotainer environmentally friendly all the way around. International Paper, creators of the ecotainer, proudly point out its sustainable components.

"Coffee drinkers will not notice a difference, but the difference to the environment is a real wake-up call," said Austin Lance, vice president and general manager of International Paper Foodservice, makers of the ecotainer cup.

Consider that in just the last year, Americans discarded 14.4 billion disposable paper cups. The petrochemicals used to manufacture the cups could heat 8,300 homes for a full year.



Ecotainer production drastically reduces the use of non-renewable petrochemicals and can divert thousands of disposable cups out of the landfills. And if you're not into spending time at the local landfill watching your cup slowly biodegrade, you can recycle it at local coffee shops that take part in Portland Composts!, the city's commercial composting program. Even the Earth thinks that's cool.