



The Morning Cup

Your Daily Pick-Me-Up of SCAA Conference & Exhibition News

Exhibit Awards—See page 3
SPECIALTY COFFEE ASSOCIATION OF AMERICA

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5

Industry News

Exhibitor Portland Roasting Introduces Northwest's First Ecotainer

Sip your morning coffee from the region's first ecotainer—made of fully renewable materials and a corn-based liner that allows the entire cup to biodegrade over time. Brought to the Northwest by Portland Roasting Coffee Company, the ecotainer to-go cup is a small solution that stacks up over time to a lot of energy and resource

savings. "The ecotainer was an obvious next step for us," said 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 dis-

tribute eco-friendly packaging." The ecotainer cup, once tossed away, ultimately breaks down, under the proper circumstances, into 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 Fore-

stry Initiative guidelines making the ecotainer ecologically 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. Last year, Americans quaffed hot drinks from, and then discarded, 14.4 billion disposable paper cups. The petrochemicals used to manu-

facture the cups could heat 8,300 homes for one full year. Ecotainer production drastically reduces the use of non-renewable petrochemicals and can divert thousands of disposable cups out of the landfill. Once Northwesterners get their hands on an ecotainer, they can recycle it at a local coffeehouse that takes part in Portland Composts, the city's commercial composting program.

Portland Roasting unveiled the new ecotainer cup at the Specialty Coffee Association of America (SCAA) Conference & Exhibition in Long Beach. The introduction of the ecotainer also marked the debut of Portland Roasting's new brand. The new look was created to connect the 10-year-old local coffee roaster's brand to its mission. The imagery and message reflects the company's tradition of supporting the grower, the farm, the land—through their business practices. Evoking new growth and all its potential, the company seeks to capture the elemental spirit of coffee.



Taylor Products, booth # 1516, is showing innovative solutions to packaging applications. The company manufactures a range of weighing and vertical form seal equipment for the coffee industry.

