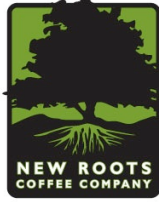


Our Commitment to Leadership in Social Responsibility and Sustainability



New Roots Coffee Company

Hand Roasted in Small Batches

newrootscoffee.com

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Friends and Clients,

New Roots Coffee Company believes in doing business in a manner that reflects our respect for people, our planet and our creator. We encourage you to look at how you can live a values-based life. Here is how we put our beliefs into action.

Social Responsibility

Fair Trade Certified™ and Organic Coffee

We have high respect for the farmers who put a great deal of skill and hard work into growing some of the best tasting coffees on the planet. This is why we get Fair Trade Certified™ and organic coffees whenever possible. With this certification we know for certain that coffee farmers are paid a livable price for their coffees. This allows them to send their kids to school and improve their communities. This also assures us that coffee workers are treated fairly and that the coffee was grown in a sustainable manner. Get more info at transfairusa.org.

Supporting Local Businesses and Non-Profits

We are deeply committed to making our wholesale clients successful and profitable. We also make every effort to use local businesses whenever possible for our publicity, web site, supplies, and equipment needs. We believe that doing this creates good jobs, increases tax revenue and increases quality of life. We are also members of [The Chamber-Wausau Region](#) and are local corporate sponsors of [Wisconsin Public Radio](#). We take joy in donating coffee to local Non-Profits that strengthen our community.

Sustainability

Compostible Cups and Bags

Whenever possible we use Ecotainer™ cups and Ecocraft™ bags which are completely compostable and biodegradable. These paper cups and bags utilize a corn-based PLA liner instead of the petroleum-based liner that is standard. They are also manufactured with renewable materials.

Cleaner Energy

Our roasting and office facilities is heated by wood, a carbon-neutral heat source. We also purchase NatureWise® blocks of electricity from Wisconsin Public Service to compensate for our electricity needs. This allows us to use clean energy generated by wind and biomass, reducing our company's coal consumption by two and half tons annually!

Gardening with Coffee Waste

A byproduct of the roasting process is chaff from the green coffee. We also generate grounds when we brew coffee in our commercial brewer. All of our chaff, waste coffee beans and used grounds go directly to our compost bin or our garden to help us grow yummy veggies for our family.

We recognize that we do not live as responsibly as we could. We still drive gas cars and have to use lots of poly bags to keep our coffee fresh on shelves. However, we are always looking for better ways to do things and work hard to be conscious of our behaviors. We are open to your suggestions and support. We hope that this sheet provides you with some ideas and inspiration to lead in social responsibility and sustainability in our community.

Thank you,

Joseph and Katie Zimmermann

Owners, New Roots Coffee Company LLC

“We must be the change we wish to see in the world.”

Mahatma Gandhi