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ETHICAL BEAN INVITES COFFEE LOVERS TO ROAST AND RECYCLE WITH TERRACYCLE

*Consumers Can Green Their Morning Routine with a Free Nationwide Recycling Program
for All Brands of Flexible Coffee Bags*

VANCOUVER, BC., January 18, 2022– Ethical Bean is scaling up their sustainability initiatives to help consumers show their love for coffee and the environment. In partnership with international recycling leader TerraCycle®, the 100% fairtrade and organic coffee company is launching a free, easy way to recycle all brands of [flexible coffee bags](#). In addition to recycling coffee packaging, for every shipment of coffee bags sent to TerraCycle, collectors earn TerraCycle points that can be used towards donation to a non-profit, school or charitable organization of their choice.

“We have always believed that doing something good should be rewarded with something that tastes spectacular and this extension of our coffee bag recycling program with TerraCycle delivers on that promise,” said Viren Malik, Ethical Bean COO. “We will grow consumer participation across Canada, reduce flexible bag waste across the coffee industry and support charity organizations. It’s a win-win.”

Participation in the Ethical Bean Coffee Bag Recycling Program is easy and free. Consumers can sign up to participate on the TerraCycle program page at <https://www.terracycle.com/en-CA/brigades/ethical-bean-en-ca>. The next steps are simple. Grab an available box, perhaps one from a recent delivery, and when the coffee bag (from any brand) is empty, drop it in. Once the box is full, consumers sign into their account, download the free shipping label and return the collected waste to TerraCycle. Once received, the packaging will be cleaned and melted into hard plastic that can be remolded to make new recycled products, such as park benches and picnic tables.

“Through our partnership with Ethical Bean, together we are working to brew up new solutions to reduce coffee packaging waste,” said Tom Szaky, TerraCycle Founder and CEO. “It’s through initiatives like the Ethical Bean Coffee Recycling Program that we see the true power of collective action and recognize how one small act of an individual can bring about positive change.”

The Ethical Bean Coffee Bag Recycling Program is open to any interested individual, school, office, or community organization. For more information on TerraCycle’s recycling programs, visit www.terracycle.com.

About Ethical Bean

Founded in 2003 in Vancouver, BC, Ethical Bean Coffee was launched when co-founders Kim Schachte and Lloyd Bernhardt returned from Guatemala after adopting their daughter. Inspired to help improve the lives of coffee farmers and their families, they started Ethical Bean—a 100% fairtrade and organic coffee company dedicated to living up to the "ethical" in its name. From whispering-at-the-symphony mild to grab-you-by-the-lapels bold, each of Ethical Bean's exceptional coffees is equipped

with a unique QR code so coffee lovers can trace their beans from crop to cup. To learn more about Ethical Bean, please visit www.ethicalbean.com.

About TerraCycle

TerraCycle is an innovative waste management company with a mission to eliminate the idea of waste. Operating nationally across 21 countries, TerraCycle partners with leading consumer product companies, retailers and cities to recycle products and packages, from dirty diapers to cigarette butts, that would otherwise end up being landfilled or incinerated. In addition, TerraCycle works with leading consumer product companies to integrate hard to recycle waste streams, such as ocean plastic, into their products and packaging. Its new division, Loop, is the first shopping system that gives consumers a way to shop for their favorite brands in durable, reusable packaging. TerraCycle has won over 200 awards for sustainability and has donated over \$44 million to schools and charities since its founding more than 15 years ago and was named #10 in Fortune magazine's list of 52 companies Changing the World. To learn more about TerraCycle or get involved in its recycling programs, please visit www.terracycle.com.

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