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LOCAL SMALL BUSINESS INTRODUCES NEW INITIATIVE TO MINIMIZE PLASTIC FOOTPRINT

Pure Bean Coffeehouse Makes Commitment to Sustainability with Help of Zero Waste Boxes from TerraCycle®

RAPID CITY, South Dakota. (April 13, 2020) - Pure Bean Coffeehouse, a local coffee shop offering ethically sourced air roasted coffee, has teamed up with TerraCycle to reduce their hard to recycle waste through the Zero Waste Box program. It can be difficult for restaurants and cafes to meet health code standards while reducing their use of single-use plastics. Pure Bean Coffeehouse is taking action to limit the amount of waste their business produces by implementing the Straws Zero Waste Box in their shop.

In the summer months, Pure Bean Coffeehouse and its customers go through many plastic straws. With a large college student customer base, many of whom are worried about the future of the planet, Pure Bean Coffeehouse recognized it was important to show customers they are willing to make a sustainable commitment to the environment.

Instead of eliminating straws from the shop entirely, Pure Bean Coffeehouse needs to continue to be able to serve all customers' needs and recycle their straw waste. By placing the Straws Zero Waste Box next to the trash can in the shop, Pure Bean Coffeehouse hopes to encourage customers to recycle their straws instead of throwing them away.

Like most plastic packaging, these straws would have otherwise been landfilled, incinerated, or may have even contributed to the pollution of marine habitats. The collected waste will now be recycled into a variety of new products such as park benches, bike racks, shipping pallets and recycling bins.

TerraCycle, the world's leader in the collection and repurposing of complex waste streams, created the Zero Waste Box program to provide solutions for difficult-to-recycle waste that cannot be recycled through TerraCycle's brand-sponsored, national recycling programs or via standard municipal recycling. Pure Bean Coffeehouse hopes their efforts will inspire other coffee shops to jump on board and offer recycling solutions at their respective locations.

"We believe the smallest changes forge the path to a greater change," says Justice Theis, Operations Manager at Pure Bean Coffeehouse. "Being able to recycle plastic straws is a small step, yes, but I think it makes each of us more conscious when we see that option! It takes two more seconds to put something into a recycling container versus throwing it into the trash can. I think our customers will appreciate the alternative."

More information regarding Pure Bean Coffeehouse can be found by visiting their website, www.purebeanroasters.com/. All collected materials from the Zero Waste Box program are sent to

TerraCycle for recycling, where they undergo a series of treatments before getting turned into new items. For more information on TerraCycle, please visit www.TerraCycle.com.

TerraCycle offers Zero Waste Boxes for nearly every category of waste. By purchasing Zero Waste Boxes, companies and consumers save trash from landfills and help reach TerraCycle's goal of creating a waste-free world.

About Pure Bean Coffeehouse

Mark Royalty and Nick Reid started Pure Bean Roasters out of Royalty's garage in 2013. The company was born out of their passion for quality coffee. Royalty and Reid wanted to show the coffee world the excellent results that can come from fine air-roasted beans. From the first batch, the craft of roasting was continually perfected. Now, the quality level has been raised to a point few people have experienced with true air-roasted beans. The roasting naturally gave way to the Pure Bean Coffeeshop, which is dedicated to quality and consistency in every product sold. In both 2018 and 2019, Pure Bean Coffeehouse voted the best coffee shop in South Dakota by USA Today!

High quality beans, the perfect roast, and a well trained, passionate staff equals an outstanding cup of coffee - every time.

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 also sells Zero Waste Boxes that are purchased by end users to recycle items in offices, homes, factories and public facilities. 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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