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**\*Photos Available Upon Request\***

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## **LOCAL BUSINESS HELPS EMPLOYEES AND CUSTOMERS MINIMIZE PLASTIC FOOTPRINT THROUGH COFFEE POD RECYCLING**

*Bestpresso helps public recycle the unrecyclable with TerraCycle's Zero Waste Boxes*

**BROOKLYN, New York (July 22, 2019)** – Bestpresso, an all-natural, preservative-free coffee company, now has the capability to allow customers, employees and neighbors to recycle empty coffee capsules at their New York-based headquarters. Supported by TerraCycle's Zero Waste Box program, the collected packaging waste will be recycled into a variety of new, everyday products such as park benches, bike racks, shipping pallets and recycling bins.

By placing the Zero Waste Boxes in their office, the company makes it easy and convenient for customers, employees, and neighbors to recycle waste that is otherwise unrecyclable in the New York area. Through addressing this common type of plastic packaging, the brand is not only diverting waste from landfills but is also instilling sentiments of sustainability in others.

"It's so easy to think that your single, individual effort won't have an impact on the community or world, but a teacher of mine taught me that 'you cannot complete a marathon without taking the first step,'" said Jacob Perry, VP of Culture at Bestpresso. "That's why we invite consumers to send-in their used coffee capsules, free-of-charge, after any coffee purchase from [www.Bestpresso.com](http://www.Bestpresso.com). Having the Zero Waste Box is a constant motivator towards making every little piece of recyclable material count."

By understanding that many people forgo sustainability for sheer convenience, Bestpresso is using TerraCycle's Zero Waste Boxes to bridge the gap between consumers' personal well-being and that of the planet.

TerraCycle, the world's leader in the collection and repurposing of complex waste streams, created the Zero Waste Box to provide solutions for difficult-to-recycle waste that cannot be recycled with their brand-sponsored programs or through standard municipal recycling. As a coffee capsule company that takes pride in sustainably-sourced ingredients, Bestpresso chose the Coffee Capsules Zero Waste Box because it was the most seamless to naturally adopt.

### **About Bestpresso**

Bestpresso has been producing all natural, flavorful, and competitively priced coffee since 2015. We select only the best coffee beans to bring you coffee that is 100% natural. Bestpresso Inc. is rainforest alliance, kosher certified, and is based out of Brooklyn, New York.

[www.Bestpresso.com](http://www.Bestpresso.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, cities, and facilities 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. TerraCycle has won over 200 awards for sustainability and has donated over \$44 million to schools and charities since its founding 15 years ago. To learn more about TerraCycle or get involved in its recycling programs, please visit [www.terracycle.com](http://www.terracycle.com).

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