

Julius Meinl Spearheads Global Sustainability Initiative



Coffee company commits to phasing out wasteful polyethylene coffee cups in 2020

Viennese coffee roaster Julius Meinl has announced “coffee capsule range Inspresso” its plans to phase out polyethylene takeaway cups, along with plastic single-serve coffee capsules, by 2020.

The Austrian-based family firm, which was founded in 1862 and is currently marketed in more than 70 countries worldwide, will instead globally source compostable cups and lids made of natural fibres.

Meanwhile, the brand’s coffee capsules, for use in Nespresso capsule coffee machines and currently made of plastic with an aluminium seal, will next year be made of 100% biodegradable materials.

In total, the move will result in almost one million non-recyclable cups a year removed from production, while 20 million less non-recyclable capsules will be produced.

The announcement comes as part of Julius Meinl’s **inaugural Sustainability Report**, a wider strategy to make all elements of its business more sustainable. The report, which evaluates the brand’s progress for 2018, outlines its vision to improve its sustainability for the near future. Julius Meinl intends to publish its next report in 2021, covering its progress for 2019-20.

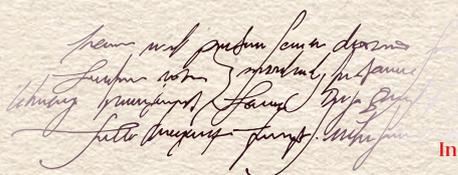


In the report, Julius Meinl commits to initiatives that make its coffee cultivation and production processes more sustainable. The brand is already innovating. For example, the seed skins of green coffee beans from the roasting process in Vienna are pressed into pellets and thermally utilised by an energy company, while in Vicenza, waste heat from the roasting machines is used to heat or cool the offices, saving 1,050 tonnes of CO2 a year.

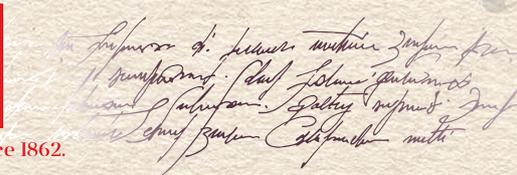
Despite progress already made, the brand plans to establish further environmental and energy management systems in Vienna for the years ahead.



Sustainability



Inspiring poets since 1862.



The brand's coffee is harvested in several equatorial 'coffee belt' regions, with over half its beans grown in Brazil and Vietnam. Changes to its shipping processes has allowed the brand to increase the volume of coffee per container by 10% and thus save energy in transportation, while Julius Meinl intends to improve the use of intermodal, environmentally friendly transport solutions such as rail to take goods trucks off roads.

As part of the far-encompassing Sustainability Report, the brand has also launched its **Colombia Heritage initiative** to support its Colombian coffee farmers. The initiative, led by Jeanette Meinl, Head of Green Coffee Purchasing at Julius Meinl, aims to enhance farmers' business by upskilling and providing them with training to achieve UTZ certification, technical assistance and coffee dryers. The new measures will increase production efficiency and quality, as well as increasing farmers' income and reducing vulnerability against market changes.

Christina Meinl, the brand's Head of Innovation, said: "Julius Meinl is a fifth generation family business with a 157 year history – but like any responsible business, the brand is looking to the future in seeking ways to streamline our processes and introduce sustainable alternatives wherever possible. To do this, we must think laterally and examine all facets of our business.



"In introducing not just recyclable but compostable disposable coffee cups, we are removing from the equation the production of nearly a million wasteful polyethylene coffee cups per year."

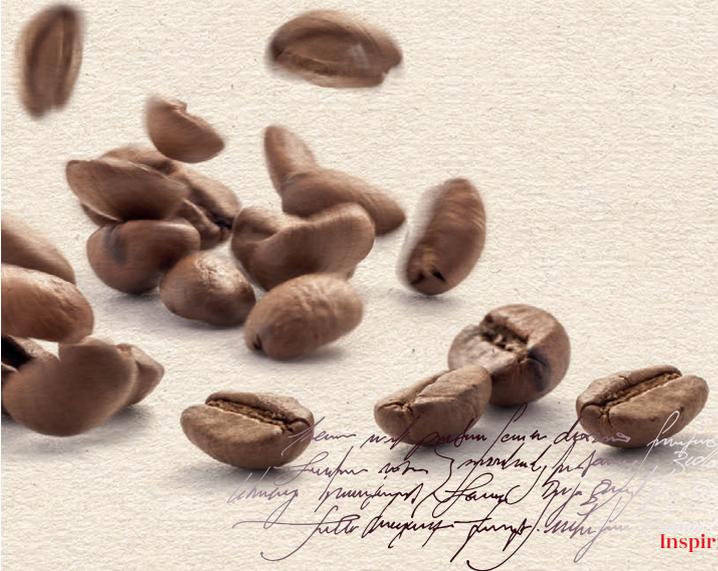
About Julius Meinl:

Julius Meinl is an internationally successful Austrian family company and has been the global ambassador of Vienna's beloved coffee house culture for more than 150 years.

The global success of Julius Meinl is based on traditional values: five generations of coffee expertise, premium-quality products and excellent customer service, values that are no longer a certainty these days. Julius Meinl is a global ambassador for Viennese coffee culture and today inspires people all over the world, just as the coffee house literati did in days gone by. Restaurants and business customers in more than 70 countries rely on Julius Meinl coffee and tea.

The company already ranks among the top 3 premium coffee brands in over 40 countries. Julius Meinl is the market leader in hotels, restaurants and cafes in Austria, CEE, Adriatics, Russia and Dubai

- ☛ Established in 1862
- ☛ 1,000 employees worldwide
- ☛ Marketing in more than 70 countries worldwide; among the top 3 premium coffee brands in over 40 countries
- ☛ Market leader in the hotels, restaurants and cafes in Austria, CEE, Adriatics, and Russia
- ☛ Some 50,000 customers worldwide
- ☛ Production locations in Vienna (Austria) and Vicenza (Italy)
- ☛ Sales in 2018: EUR 178.4 million



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