



ecogrounds®

Brand Presentation
June 2022

brand pillars

ecogrounds
mission:

leading coffee
to a more
sustainable
future



passionate

about exceptional coffee
and expert roasting
about sustainable agriculture
and fair wages
about the pleasure
of a perfect cup
about making a positive impact
everywhere

We're most passionate
about coffee.

connected

to soil...
to farmers...
to coffee lovers
to the communities
where coffee grows
and coffee brews

We depend on each other
and inspire each other
to do a little better everyday.

transparent

always sourcing certified coffee
always including healthier
ingredients and
renewable materials
always making our business
cleaner, greener, and fairer
always reporting our progress

Open and clear, we welcome
your questions

ecogrounds

We support our farming partners at origin

sustainability at the source

We support direct trade partnerships and fund community development projects. Our green coffee buyer travels to coffee growing communities several times each year to verify that the conditions on our partners' coffee farms are beneficial to the environment and community at large. A significant consideration is the economic sustainability of our farming partners. The prices we pay reflect premium quality and positive impact.



ecogrounds

helping farmers and families
around the world



COCAFICAL

(Cooperativa Cafetalera Capucas Limitada)

Universidad Virtual Capucas

Paying Fair Trade premiums helps make projects like Universidad Virtual Capucas possible. Students from 15 communities participate in distance learning programs. Degrees are offered in finance, agronomy, coffee management, and pedagogy.

COCAFICAL cooperative in Honduras is one of our Fair Trade Certified partners that re-invests their Fair Trade premiums into education and healthy living conditions for their communities.



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The first fully recyclable coffee bag

opportunity for change

A photograph of a large landfill. In the foreground, a dirt road with tire tracks leads towards a massive pile of waste. The waste consists of various types of trash, including plastic bags, paper, and other debris. In the background, a yellow excavator is visible, working on the waste pile. The sky is overcast with grey clouds.

Waste is a pressing issue within the coffee industry. Traditional coffee packaging material is a blend of polyester, foil, and plastic. This has become an industry standard due to the ability of these materials to keep the coffee fresh. However, this packaging cannot be recycled, meaning every bag used in cafés, restaurants and homes ends up in the landfill. At ecogrounds, we've found a way to solve this problem.

the first 100% recyclable coffee bag – how the program works

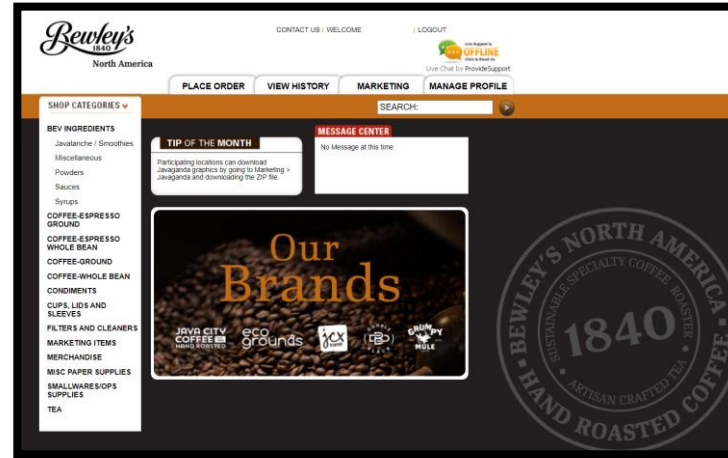
ecogrounds

Fill the box your coffee was shipped in with your empty ecogrounds frac packs and/or whole bean coffee bags.



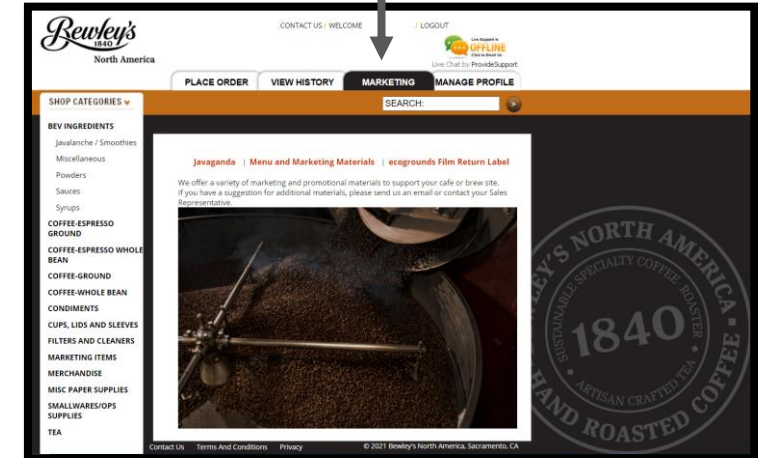
next

Log in to the Bewley's North America online ordering website.

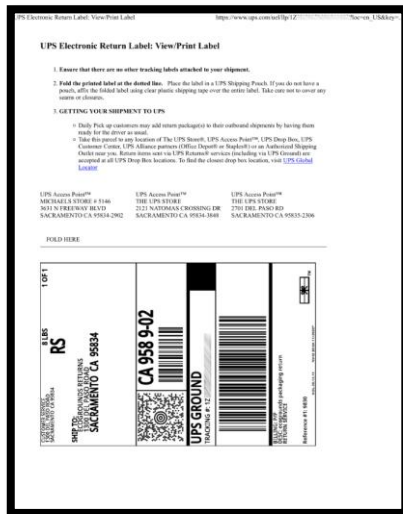
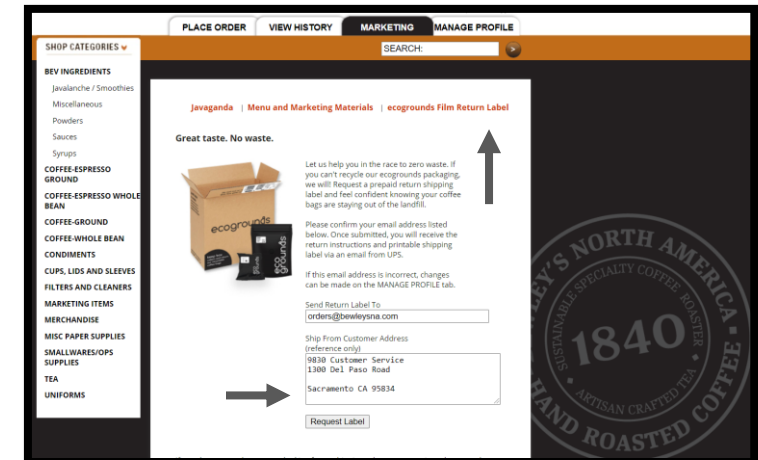


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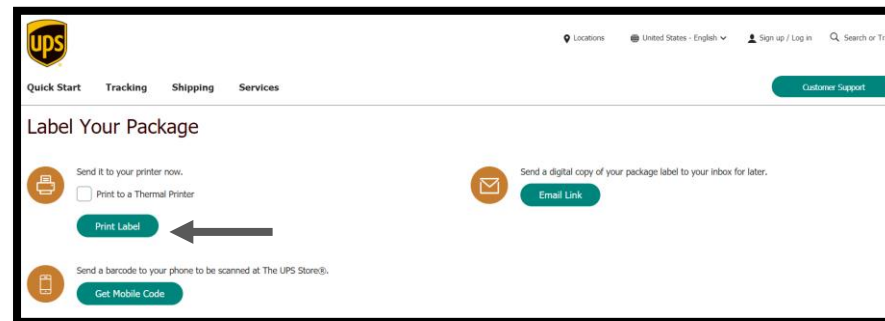
Click on, "Marketing" tab.



next



Next



Next

Adhere the label to the package and send with your regular UPS delivery or drop off at any UPS drop-site.

Retrieve and print your "free of charge" shipping label from UPS.com.

Click on "ecogrounds Film Return Label". Verify your email and location address and "Request Label" to be re-directed to UPS.com.

what happens next



ecogrounds receives the package.



We send it along with other Polyethylene recyclable material to NexTrex in Fernely, NV.



The shipment arrives at NexTrex Recycling and is converted into Trex boards.



Trex boards are used for decking, outdoor furniture and other useful, long-life purposes.

product recycling

- Pioneering 100% recyclable coffee package with barrier properties using only Polyethylene film.
- Packaging is recycled into Trex's earth friendly outdoor composite products.



Sustainable cups and lids

- Hot cups and lids are commercially compostable and made from fully renewable resources
- Cold cups and lids are made from recyclable materials

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Communications to reinforce sustainability message

“responsibly brewing ecogrounds” poster examples

ecogrounds





Counter card at point of purchase

Table tents with scannable information on ecogrounds coffee and the growers

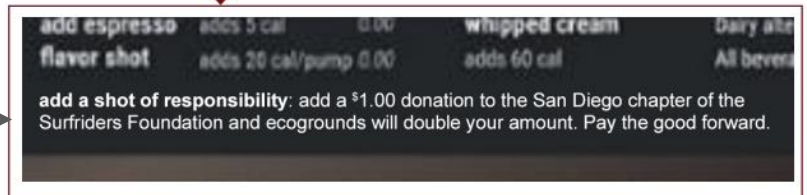




Glass door vinyl messages



Menuboard option for philanthropic causes



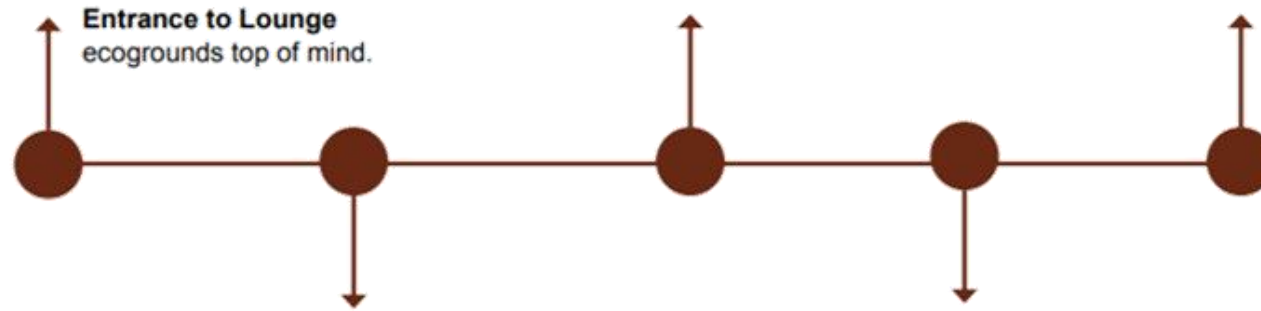


Entrance to Lounge
ecogrounds top of mind.

Ordering Coffee
An unexpected reminder of ecogrounds ethos.



Table Tent:
Learn more about origins, fairness and certifications with the QR code.



Posters
Quick takeaways of the ecogrounds brand.



Counter Card
Feel good about choosing ecogrounds.

As students and faculty start their day and head for their morning cup of coffee, this is what their journey to your café will look like.

ecogrounds

Fully branded espresso bars and self-serve brew sites

Large kiosk



23'-6"w x 11'-6"d x 8'-7"h

Fully branded ecogrounds café kiosks are available for order through Core Concepts and come in 3 different sizes.

Existing cafés may also convert to the ecogrounds branded program by meeting sustainability goals. An ecogrounds representative can review your current site and conversion objectives to provide a custom recommendation for conversion.

Medium kiosk



19'-6"w x 11'-6"d x 8'-7"h

small kiosk



13'-6"w x 11'-6"d x 8'-7"h

6 ft. merchandiser in environment



Your operations aren't one-size-fits-all, and neither are our merchandisers. ecogrounds merchandisers are available in 2, 4, and 6-foot configurations.

Equipment is determined based on size and volume, and can include:

- Merchandiser
- Coffee and iced tea brewer
- Coffee grinder
- Coffee shuttles or airtots
- Iced tea dispenser
- Cold brew and creamy cold brew coffee dispenser
- Cup/condiment holder

4 ft. merchandiser



FRONT OF HOUSE

BACK OF HOUSE

2 ft. merchandiser



FRONT OF HOUSE

BACK OF HOUSE

ecogrounds

Quality and care is always at the forefront

ecogrounds satisfies
your uncompromising taste
and thirst for a better world

flavor first

Taste is always first in our sourcing, because great coffee is our motivation to make a difference.

your success is our success

Our implementation team supports every part of your coffee business, from site selection and fabrication to training and ongoing operational support.

ecogrounds promise

No licensing or royalty fees. Ever. When you become an ecogrounds partner, you join our commitment to a cleaner, greener, and fairer coffee industry.



always certified

100% of our coffees are Rainforest Alliance, Fair Trade, and/or Organic certified.



always fair

Our farmer partners take pride in beautiful crops. We pay fair prices to ensure they thrive and continue to grow the best coffees.

always traceable

We know where our coffee is grown and served. Our purchasing includes funding for community development so that our coffee makes life better where it's grown and where it's enjoyed.

ecogrounds®

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Bewley's
1840
North America