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Muskoka Roastery Coffee Co. Releases New 100% Compostable Pods

Muskoka Roastery Coffee Co. enters the single serve coffee market by launching coffee in the world's first certified 100% compostable coffee pods.

Huntsville, Ontario –October 20, 2016

Muskoka Roastery Coffee Co., a Canadian owned and operated company located in Huntsville, Ontario have announced the release of a revolutionary, 100% compostable single serve coffee pod trademarked as PūrPod100™. This innovative technology was developed by the Canadian licensor in collaboration with the University of Guelph's Bioproducts Discovery and Development Centre. This Canadian innovation is the first, and to date only, coffee pod to gain certification from the Biodegradable Products Institute (BPI), confirming the pod is "industrially compostable" and will fully break down in large-scale commercial composting processes in as little as 5 weeks.

The Muskoka Roastery Coffee Company is committed to sustainable business practices and was the first coffee roaster in Canada to source green beans exclusively from Rainforest Alliance Certified farms starting in 2011. Patricia Snell, President and Co-Founder notes, "We've said since the beginning that we wouldn't enter the single serve coffee market until there was an environmentally responsible way to do so and, thankfully, now there is one."

The company started selling handcrafted coffee in 2000 and will offer four of their most popular coffees - Black Bear, Howling Wolf, Loon Call and Muskoka Maple - in the innovative new pod. Product is set to appear on shelves in stores across Ontario and Atlantic Canada.

As a proud Canadian company, the Muskoka Roastery Coffee Co. is delighted to offer the solution to a very real environmental problem, and equally proud that this innovation was developed and patented right here in Canada. "We're so happy to provide a single serve solution that can go back to the land, instead of the landfill," says Brand Manager, Jordan McKenzie.

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