



FOR IMMEDIATE RELEASE

Club Coffee honoured as 2016 CSR Supplier of the Year by Loblaw

Highlights Importance of Certified 100% Compostable President's Choice® Single Serve Coffee Pods

TORONTO, ON – November 9, 2016 –Club Coffee was recently awarded Loblaw Companies Limited (Loblaw) Corporate Social Responsibility Supplier of the Year honours for the breakthrough technology behind the new President's Choice® certified 100% compostable coffee pods.

Club Coffee CEO John Pigott accepted the award at the annual Loblaw Innovation Summit. "We have been proud to work closely with Loblaw every step of the way," he said. "They have been an active and committed partner throughout this journey as we worked together to deliver this market-leading innovation. They knew consumers want 100% compostable pods that offer quality President's Choice® coffee and single serve convenience but without the waste they associate with conventional plastic pods."

Senior Loblaw leaders, including Loblaw Brands Senior Vice President Ian Gordon, underlined the company's support for this innovation. They saluted Club Coffee for its efforts and its collaboration with the Bioproducts Discovery and Development Centre at the University of Guelph.

The award comes after a number of positive developments, including a recent decision by the City of Toronto to assess single serve products, including the compostable pods, in its residential composting process.

About Club Coffee – www.clubcoffee.ca

Since 1906, Club Coffee has built a reputation for quality and innovation. With more than 500 custom label products and more than 160 Club Coffee branded products, we are the largest roaster, contract manufacturer and distributor of packaged coffees that Canadians buy from grocery stores. Club Coffee is a leader in developing sustainable coffee solutions.

Learn more about PürPod100™, the world's first Certified 100% Compostable single serve pod for coffee, tea and other hot beverages in the dominant North American single serve format at www.purpod100.com

For media requests or further information, please contact:

Adam Bornstein

905-505-2540

adam.bornstein@smithcom.ca