



FOR IMMEDIATE RELEASE

### **Club Coffee Earns Top Food Safety Marks Again**

**TORONTO, ON – January 4, 2017** – Club Coffee has achieved a top international food safety rating for the second year in a row. BRC Global Standards awarded the company its AA rating after a comprehensive November 2016 audit of Club's facilities, systems and procedures. The audit paid close attention to how well Club Coffee employees understand their roles in ensuring a safe and healthy working and processing environment.

This honor provides independent confirmation of the company's focus on the food safety and product quality that consumers expect. It demonstrates the important role that Club Coffee employees play in the company's success.

The audit results are particularly notable because 2016 was a year of major achievement. Club Coffee made ongoing operational changes to install new equipment and procedures to support the launch of PürPod100™, the world's first certified 100% compostable single serve pod for coffee, tea and hot beverages. The company expanded its business by launching this compostable innovation into the market with Loblaw for its best-selling President's Choice single serve coffees. It has attracted KraftHeinz Canada for its single serve McCafé. Other brands such as Muskoka Roastery, Ethical Bean and Jumping Bean, have adopted PürPod100™ in line with their very stringent quality expectations. The audit demonstrates how well Club Coffee employees have delivered these new products, while continuing to meet the ongoing safety and quality commitments that all of Club Coffee's customers in the United States and Canada expect.

BRC Global Standards is the world's biggest provider of safety and quality Standards Programs for food manufacture, packaging, storage and distribution. BRC Global Standards are generated with the help of technical specialists, retailers, manufacturers and certification bodies from around the world, so everything is based on practicality, rigor and clarity. The BRC Global Standards certification process offers comprehensive support to help new and established businesses to achieve and maintain their quality and safety aims.

More information on Club Coffee is available at [www.clubcoffee.ca](http://www.clubcoffee.ca)

More information on BRC and its standards program is available at <http://brglobalstandards.com/Home.aspx>

**About Club Coffee – [www.clubcoffee.ca](http://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](http://www.purpod100.com)

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