



Douwe Egberts® Liquid Coffee Promotes Sustainability

What exactly is "Sustainability?" The U.S. Environmental Protection Agency defines it as: "Meeting the needs of the present without compromising the ability of future generations to meet their own needs." It's ensuring that our kids and grandkids will live in a better world because of actions we take to care for our world today.

According to the Nielsen Company research firm, 40 million people or 19% of the adult U.S. population, is considered sustainability-conscious. Another 40 million are focused on natural/organic consumer packaged goods, especially when it comes to foods and beverages. So 38% of the US today is interested in sustainability and 43% of US consumers see a greener future in the next 5 years. The sustainability trend is clearly growing.

At Sara Lee, sustainability is embodied in our commitment to promote wellness and nutrition, support our communities, and protect our planet, in a manner consistent with our core values. Here's how we do this with Douwe Egberts liquid coffee.

**DOUWE
EGBERTS®**



First, Douwe Egberts liquid coffee practically eliminates waste with our One-Touch Coffee System. No need for coffee filters – coffee can be dispensed on demand, cup by cup, so no stale coffee, and thus no water, or coffee, is ever wasted.



A single carton of Douwe Egberts liquid coffee can serve the same number of cups as 50 pots of traditional filter-brewed coffee, reducing landfill to a single bag and doser instead of 50 filters, 50 coffee packs and

50 clumps of wet coffee grounds. In addition, the Douwe Egberts C60, C500, C600 and C700 dispensers use computer-managed power consumption with an energy saving mode. And, Douwe Egberts coffee carton exteriors are recyclable.

Second, we're passionate about extending our "green" efforts to plant operations. The Douwe Egberts plant in Suffolk, VA, uses the spent coffee grounds as fuel for the plant once the beans are brewed. This innovative process reduces our dependence on fossil fuel energy and also decreases the amount of grounds sent to the landfill from 150 dumpsters per year to just one or two. The plant also reduces its fresh water needs by over one million gallons a year by recycling water in the handling process.

These are some of the ways Douwe Egberts liquid coffee gives operators sustainability benefits with the environmentally friendly One-Touch Coffee System.