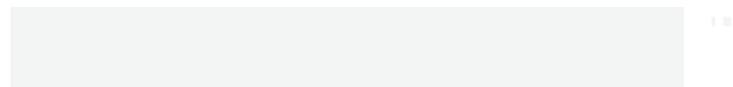




just. better.®
roasting the best fairtrade organic coffee on the planet



Ethical Bean Coffee is a leading supplier of 100% Fairtrade Certified, Organic coffee. Whether through programs that respect the earth and its farmers or by leaving a minimal environmental footprint, Ethical Bean is constantly seeking new ways to do the right thing.

just. better.® isn't just a tagline. It's the standard by which they live and breathe.



The better pod.

One year after Ethical Bean Coffee launched their 100% Compostable Single Serve Pods, they've seen an overwhelming response from retailers and consumers across North America.

Unlike conventional plastic options, Ethical Bean's Keurig-compatible pods are made from coffee bean chaff and other renewable materials that are certified compostable by BPI – the largest certification organization for compostable products in North America. This means that the pods are proven to break down in as little as five weeks in commercial composting systems.

In Canada, it's estimated that 25 per cent of coffee drinkers get their daily jolt from single serve pods. As large cities like Toronto move toward a ban on plastic pods, Ethical Bean Coffee is leading the charge toward a more sustainable option.





- AWARDS AND RECOGNITION**
- 2017 Sustainability Leader**
HowGood Certified
 - 2016 Licensee of the Year**
Fairtrade Canada
 - 2016 The World Beverage Innovation Award**
Best Sustainability Initiative
 - 2015 The Georgia Straight - Best of Vancouver**
Best Fairtrade Coffee Roaster
 - 2014 Licensee of the Year**
Fairtrade Canada
 - 2014 Excellence in Consumer Education Award**
Fairtrade Canada
 - 2012 Advancing Marketplace Trust Torch Award**
Better Business Bureau
 - 2011 Ethical Bean Coffee Packaging**
HOW International Design Award of Merit
 - 2010 Beverage Artisan**
Edible Communities Local Hero Award
 - 2010 Featured as one of Oprah's Favourite Things**
 - 2008 Beverage Artisan**
Edible Communities Local Hero Award

from a whispering-at-the-symphony mild to a grab-you-by-the-lapels bold, each of their exceptional coffees is made from the world's finest fairtrade organic beans.



Canada's first Q Grader

Quality, Sustainability, Community



Aaron De Lazzer brings over nineteen years of experience in the coffee industry to his position as Director of Coffee with Ethical Bean. In March of 2008, Aaron became Canada's first Certified Q Grader. The designation is bestowed upon professional coffee graders and cuppers who have undergone a rigorous testing of their senses and skills to become the industry's most eminent coffee experts.

Aaron's professional qualifications and expertise allow him to select the best Fairtrade certified and Organic coffees on offer. Once the right coffees have been chosen, he works with Ethical Bean's production team to roast them to perfection. Each bag of coffee is the product of innumerable decisions large and small.

What to buy, how much to buy, and which lot gets the nod. Aaron is responsible for the behind-the-scenes quality control.

Since 2007, Aaron has purchased seasonally-sensitive coffees from East Timor to Mexico. He shares all cupping notes, coffee scores, and roasting information with Ethical Bean's customers on the company's unique iPhone app.

What's in the bag? With Ethical Bean it's got to be Fairtrade and organic. A foundational commitment to price and planet. Equal to that, it's got to be good.

With twenty years of experience — thirteen focused on Fairtrade Certified Organic coffee — Aaron tests and tastes the coffee daily to distill the best choice of coops and the finest coffees available. Clearly there's magic in this choice. The brewed coffee from those beans has garnered an ever growing and devout following for more than a decade. The result — creating coffee with integrity at every level.

When the beans arrive in Vancouver they are cupped, tested and roasted in a 100% carbon neutral facility that has been designed to LEED (Leadership in Energy and Environmental Design) Commercial Interior standards. Their 70 kilo Loring Peregrine Smart Air Roaster allows them to increase their capacity and reduce their energy consumption and greenhouse gas emissions by 80%. Ethical Bean's environmental practices and social responsibility led them to become a Certified B Corporation in 2010, demonstrating their commitment as a business catalyzing positive change in their community.

Ethical Bean's community outreach ranges from hometown to international charities. Focusing on arts, children, and culture, Ethical Bean Coffee donates thousands of pounds of coffee each year to local events and fundraisers in and around Vancouver. Internationally, the company donates to two non-profit organizations: Child Aid and Project Somos. Child Aid provides children in Guatemala with the finances for school, supplies and other associated costs. Project Somos is a non-profit organization in Guatemala providing a home and education for at-risk mothers and their children.

Why Fairtrade?



At Ethical Bean, fairtrade is not a marketing slogan — it's part and parcel of who they are.

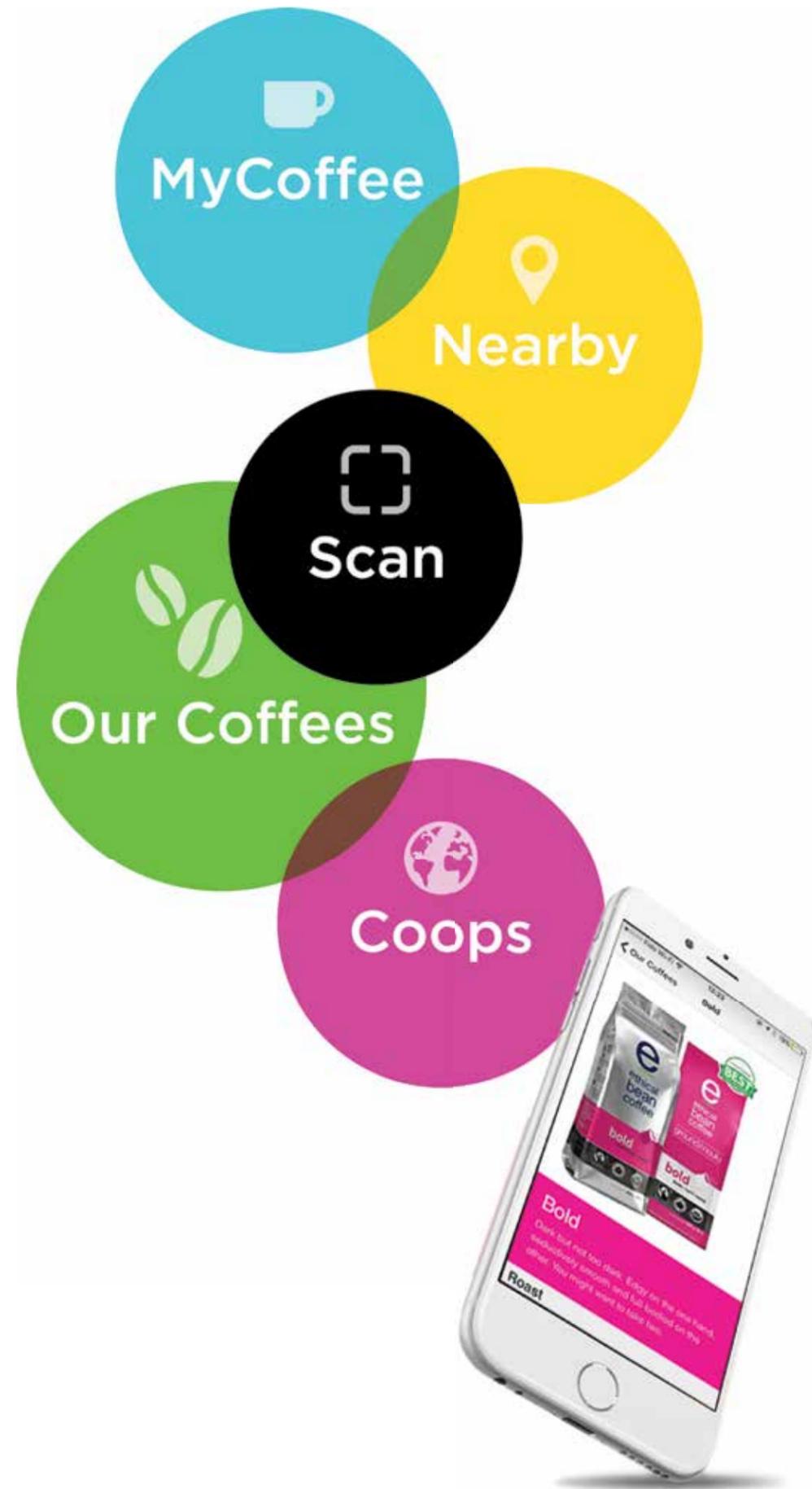
Since inception in 2003, Ethical Bean has roasted only 100% Fairtrade Certified Organic coffee.

Fairtrade Certified coffee is produced and traded through an alternative system to the conventional global coffee market. Through the Fairtrade system, producers are assured a minimum price that is based on the costs of production, not the volatile market price. Coffee cooperatives receive an additional Fairtrade premium for each pound of coffee sold, which is invested back into the cooperative's community.

As participants in the Fairtrade program, coffee farms and their organizations follow Fairtrade regulations to ensure that they are operating in a just and sustainable manner. Small-scale producers organize themselves into cooperatives which are democratically run, and must follow labour, environmental, and quality standards. Forced labour is prohibited, as is child labour.

Fairtrade Labelling Organization (FLO) International is the international umbrella organization that has set Fairtrade standards since 1997. In Canada, the licensing body is Fairtrade Canada, the only independent, third party certifier of Fairtrade products in the country. The Fairtrade system is committed to working with the 25 million small-scale holders who produce 80% of the world's coffee.

Fairtrade is redefining business-as-usual. Putting people first, living in greater harmony with the land, and leaving a lighter footprint. Stepping forward without leaving others behind.



complete transparency



scan me



This is a sample QR code from one of our bags

Try scanning it with our free Ethical Bean Coffee iPhone app available in the iTunes store, or scan it with any QR code reader.

Ethical Bean Coffee leads the way in product transparency through its innovative iPhone app. Each bag of coffee is equipped with its own QR code that can be scanned on shelves or at home using the free Ethical Bean iPhone app (or entered manually on Ethical Bean's website). This revolutionary iPhone App feature gives consumers the opportunity to watch interviews with farmers, look up cupping notes and roast profiles, and Google Map each bag's beans down to the exact co-op they were grown in, all from the grocery aisle.

Features:

- MyCoffee:** Keep track of your Ethical Bean coffee purchases.
- Nearby:** Find places nearby that serve or sell Ethical Bean.
- Scan:** Learn more about where your coffee comes from.
- Our Coffees:** Explore all the different flavours we have to offer.
- Coops:** A listing of our global cooperative partners.

KEY FACTS

A leading roaster of Fairtrade Certified Organic coffee

100% compostable coffee pods eliminates plastic waste

Interactive iPhone app unlocks special features

Available in 1800 retail locations across Canada and the US

Low-impact, LEED Standard operation

Using 100% renewable, clean energy

Founding Canadian B Corporation

100% Canadian owned and operated in Vancouver, BC

Supporting Fairtrade Campuses across Canada

Connect with us.

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