



ROYAL CUP
COFFEE AND TEA

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Royal Cup Presented Alabama Environmental Council Conservation Award for Sustainability Efforts

Birmingham, Alabama - Birmingham-based coffee roaster and tea blender, Royal Cup Coffee and Tea was presented a conservation award by the AEC for their efforts in sustainability. The award was given based on the company's goal to be 99% landfill free by 2020. Serving the finest coffee and tea since 1896, Royal Cup is committed sustainability both in work practices and around their corporate offices. The AEC focuses on publicizing efforts that generate sustainable living practices by reducing the impact of climate change; expanding work in recycling; and growing education and environmental literacy efforts across Alabama.

"We are incredibly proud to receive this award and to be recognized for our results in making the world a better place," said Brittany Johnson, chair of Royal Cup's sustainability committee. "It is more than just initiatives and policies; it is changing the way we think about business. We want to impact our world for the better and we are proud to lead the charge in our home state of Alabama," Johnson stated.

This award comes on the heels of Royal Cup's 2015 sustainability report which establishes a bold plan for the company in the coming years. Highlights in the report include national recognition from the Carbon Disclosure Report which honored Royal Cup for its efforts in sustainability at a ceremony on the floor of the New York Stock Exchange.

"We are honored to receive recognition from the Alabama Environmental Council for our efforts in the area of sustainability. At Royal Cup we pride ourselves on operating in a sustainable way and look to continue building on this momentum." - Bill Smith, CEO and President Royal Cup Coffee and Tea.

For more information on Royal Cup and their sustainability efforts both nationally and locally visit RoyalCupCoffee.com/Sustainability.



John Close of Auditec, Brittany Johnson and
Becky Smith of Royal Cup Coffee.

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Royal Cup Coffee's Core Values - As a company committed to environmental awareness and socially responsible practices, Royal Cup takes pride in constantly researching and developing products and solutions. Our goal is to help customers achieve their objectives, while providing solutions that are environmentally and socially responsible.

Alabama Environmental Council Core Values - We believe all Alabamians have a right to a clean and safe environment. Our goal is to empower citizens to help make that right a reality for each of us. The AEC gives voice to citizens & groups interested in protecting our rights.