

## Press Release

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For immediate release

# Coffee Ethic launches biodegradable coffee pods that are pollution free leaving no plastic waste

Hemel Hempstead, 19<sup>th</sup> November 2018

In recent years we have become more and more aware of the negative effects plastic has on our environment. We've started cutting down on plastic consumption and are seeing more products sold in recyclable packaging. At Coffee Ethic we are determined to do what we can to help fight the war against single use plastics and have today launched our biodegradable coffee pods that are delivered in Omnidegradable® packaging.

Our pods and packaging will break down in your home garden environment and are pollution free! They are compatible with Nespresso machines, and once you're finished with them you simply bury them in your garden and they will decompose into the earth.

Coffee Ethic are the first coffee range in Hertfordshire (that we know of!) to use both biodegradable pods and Omnidegradable® packing that will help plant growth and will never be harmful to animals. Our revolutionary pods mean that people purchasing Coffee Ethic pods will be actively helping to sustain and protect our environment from the long lasting and damaging effects of plastic.

Sarah Clark, Druglink's Joint CEO said *"Coffee Ethic customers have often asked us about coffee pods but we have always had concerns around the negative impacts of packaging on the environment. The ethic in Coffee Ethic is at the heart of the social enterprise and this commitment to using compostable and Omnidegradable® materials for the pods and packaging sits alongside our core aims of supporting coffee growers and providing training and volunteering opportunities to people looking to build skills, experience and confidence in their ability to succeed. Coffee Ethic customers can now enjoy our fair trade and organic coffee whilst contributing to a great cause, and of course the future of the planet"*.

Coffee Ethic is a social enterprise designed to help people learn new skills and build confidence through a programme of training and personal development. We provide fair trade coffee, tea, hot chocolate and snacks, partnering with local suppliers to support economic growth in our area. Our parent charity Druglink aim to tackle alcohol and other drugs in local communities through a pathway or Prevention, Recovery and Reintegration. Any profits made by Coffee Ethic are reinvested back into the social enterprise.

We would love to see local businesses and people helping us to protect our environment by switching their pods to our biodegradable offering. They are now available to sample and order – contact us at [coffeeethic@druglink.ltd.uk](mailto:coffeeethic@druglink.ltd.uk) or call us on 01923 260 733 to find out more.

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For further information, please contact:

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**About Druglink**

Druglink's pathway of prevention, recovery and reintegration makes a positive impact on the lives of those misusing drugs and alcohol, their families and their communities. Along each step of the pathway we provide a range of both proactive and responsive services. These include education, training, rehab and recovery, Diversion schemes in partnership with UK Police Forces, and work experience opportunities. We also run Coffee Ethic, our social enterprise, and all profits are re-invested back into the running of the service.

Find out more at [www.coffee-ethic.co.uk](http://www.coffee-ethic.co.uk) or [www.druglink.co.uk](http://www.druglink.co.uk)