

Learn more about how we're working to Brew A Better World.™
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KEURIG



Coffee connects us to the world.

Sustainability at Keurig Green Mountain



As a coffee company, we're deeply connected to the earth, to farming families, and to people everywhere who love the familiar comfort of their morning ritual. It's through these relationships that we've always found unique opportunities to make the world a better place.



Making a difference starts at the source.

Our work connects us to coffee farmers around the globe — we shake their hands, visit their fields, and meet their families. And while we've always been committed to treating them fairly, we think we can do even better than that. We're committed to truly great coffee that promotes the greater good — so growers can live better lives, farmlands can prosper, and coffee can thrive for generations to come.

Planting the seeds of resilience.

On a small farm near San Ramon, Nicaragua, a trial is being conducted to test coffee varieties selected for great taste, high yields, and increased resilience to the effects of climate change. This World Coffee Research and CRS collaboration is part of the bigger effort we're involved in to create a sustainable future for coffee farmers around the globe.



Engage 1 million people in our supply chain to improve their lives.

Responsibly source 100% of our coffee and brewers.



IMPROVE

ONE MILLION

LIVES

Cultivating a deeper appreciation for coffee.

Each year, we send approximately 60 employees to connect with the people and places where our coffee is grown. These aren't just coffee buyers or tasters — they're employees from every department and location where we operate. Our goal is to infuse all areas of our company with respect and love for our products. So we give our employees the opportunity to meet the families who grow our coffee, understand all that they do, and witness the impact of our work and relationships at the source. In fiscal 2017, we went to Nicaragua, Brazil, Mexico, Costa Rica, and Colombia.



We celebrated Festa Junina with coffee farmers and their families in Carmo de Minas. Because of the fellowship in that one event, my passion for coffee and its positive benefits on communities in places like rural Brazil is ignited.

– Jonathan Francis, Multisite SC Planning Beverage Associate, Keurig Green Mountain



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1: Pulling a sample of beans at a co-op in Colombia.

2: Touring a coffee farm in Nicaragua.

3: Planting seedlings on a Colombian coffee farm.

Working like our earth depends on it.

As a coffee company, we're deeply connected to the earth, and we've set ambitious goals to protect it. Once we reach our targets, we move them farther out. Beyond making K-Cup® pods recyclable, we're ensuring they actually get recycled into something new. Beyond reducing the environmental impact of our products, we're finding new ways to use fewer resources across every aspect of our business. We keep pushing harder and harder, because we're passionate about leaving this world better than we found it.



Restore 100% of the water used in our brewed beverages.

Reduce greenhouse gas (GHG) emissions by 25%.

Achieve zero waste to landfill.

Make 100% of K-Cup® pods recyclable.

RECYCLING

From brewer to bin and beyond.

After years of hard work, our recyclable K-Cup® pods are now on shelves in Canada. We're aiming to have 100% of our pods recyclable in Canada by the end of 2018, moving us closer to our target of 100% conversion in North America. We're also working with recyclers to ensure that they can be recycled and have a useful second life.

BLOCK

BY

BLOCK

We're excited to add water to the list of 2020 targets we've met early. By partnering with groups working to protect farmlands, wetlands, and floodplains, we were able to restore, ounce for ounce, 100% of water used in our brewed beverages.

Making strides to reduce our footprint.



We're now shipping some models of brewers with "auto off" enabled, which reduces the amount of energy used.



We're looking at ways to use more post-consumer recycled plastic in our operations, packaging, and products — including our appliances.



We use polypropylene for our recyclable K-Cup® pods because there's a higher demand for it in new products.



We make it easy for workplaces to recycle their K-Cup® pods and enable every component of it to go to another use.



We're committed to zero waste to landfill at our manufacturing and distribution facilities with an aim to divert more solid waste to recycling and composting.



Meeting our water goal, drop by drop.

There's a 78-acre parcel of wetlands and meadows along a creek near Lake Champlain known as the Goad Property. Birdcalls fill the air, and fish and ducks swim freely. All this might have been lost without a collaborative effort between The Nature Conservancy, the Vermont Fish and Wildlife Department, and Keurig to conserve this valuable land. Just as critical, however, are the protections now in place on the property that reduce the threats of runoff and flooding, and ensure the quality of the water in nearby Malletts Bay.



photo credit: The Nature Conservancy

Better together.

Coffee connects us to friends, family, and community. And we're passionate about strengthening those bonds in the places we work and live. It's why we serve together with local organizations that connect people to their families. And it's why we grow together with environmental partners to develop the kinds of eco-friendly neighborhoods where we all want to live. Because strong families help build strong communities.

**When we all stand together, we have
the power to Brew A Better World.™**

A taste of home

Every weekday, from 8 a.m. to 4 p.m., Old Brewery Mission opens its doors to homeless men and women on Saint-Laurent Boulevard in Montreal. It's a safe and welcoming place to get a free cup of coffee, use the internet, and receive counseling on jobs, housing, and healthcare. For 15 years, Keurig has been providing coffee and brewers to the Old Brewery Mission, and in 2017, the mission renamed their café to Café Mission Keurig in honor of this commitment.



More than 800
cups of coffee are
brewed for cafe
visitors each day.



photo credit: Mission Old Brewery

Coffee and community. The perfect blend.

Great communities are like great coffee: Robust. Strong. And rich in local flavor. That's why we're working together to strengthen the bonds in the places we work and live. We give every employee paid volunteer time and we match donations to support organizations they're passionate about. So it's not just a company connection — it's personal.



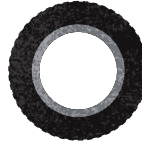
Engage 100% of employees in our vision and values.



100
cubic yards
of mulch



16,000
lbs of trash



154
tires



100
shrubs

There was plenty of mud, sweat, and teamwork as 428 Keurig employees jumped in to help build more sustainable waterways during our 13th annual, company-wide river cleanup through the American River's National River Cleanup® initiative.



photo credit: Holy Joe's Café

Serve.

For years we've helped Holy Joe's Café send coffee to military bases around the world. In fiscal 2017 we donated over 3 million cups of coffee — serving a little bit of home to those who serve so bravely.

Grow.

Vermont employees partnered with The Nature Conservancy and the Department of Fish and Wildlife to plant 300 trees that act as filters to remove pollutants on Lake Champlain's Mallets Bay.

