**COMPANY NAME**

FOR IMMEDIATE RELEASE

INSERT DATE

Contact: INSERT NAME OF COMPANY REPRESENTATIVE, PHONE, EMAIL

**NAME OF COMPANY Launches Rainforest Alliance Certified™ Coffee**

In response to growing consumer demand for sustainable coffee, NAME OF COMPANY, a LOCATION-based coffee company, today launched a new blend using beans from Rainforest Alliance Certified™ farms that meet comprehensive environmental and social standards, protecting wildlife habitat and workers alike.

NAME OF COMPANY will start selling NUMBER blends from Rainforest Alliance Certified farms in LOCATION OF ORIGIN by DATE OF LAUNCH in LOCATION OF AVAILABILITY retail outlets.

INSERT QUOTE FROM COMPANY REPRESENTATIVE EXPLAINING WHY THEY ARE OFFERING COFFEE FROM RAINFOREST ALLIANCE CERTIFIED FARMS

INSERT SHORT PARAGRAPH WITH DETAILS ABOUT THE COMPANY

Rainforest Alliance Certified farms have met the standards of the Sustainable Agriculture Network (SAN), a coalition of conservation organizations in Latin America for which the Rainforest Alliance serves as secretariat. Rainforest Alliance certification promotes sustainable farm management and incorporates a range of environmental, social and economic standards, including water and soil conservation, wildlife protection, housing and healthcare for farm workers, and access to education for farm children.

INSERT QUOTE FROM RAINFOREST ALLIANCE REPRESENTATIVE

Rainforest Alliance Certified farm produces about 5.4 percent of the world’s coffee, and sales of certified coffee have increased 10 percent from 2013 to 2014, reflecting increasing consumer demand for sustainably produced goods.

About 39 percent of Americans claim to prefer “environmentally friendly” products, according to a 2008 survey conducted by the communications agency Cone LLC and the Boston College Center for Corporate Citizenship. In addition, 80 percent of those surveyed believe certification by third-party organizations can play an important oversight role to make sure environmental messaging on products is accurate.

Consumers can show they care about the environment and coffee farming communities by choosing products like COMPANY NAME’s coffee, which is grown in a way that benefits workers, communities and the environment.

BLURB ABOUT COMPANY AND LINK TO COMPANY WEB SITE

The Rainforest Alliance works to conserve biodiversity and ensure sustainable livelihoods by transforming land-use practices, business practices and consumer behavior. *The Rainforest Alliance CertifiedTM seal appears on products from farms that comply with the standards of the Sustainable Agriculture Network (a group of NGOs for which the Rainforest Alliance serves as the secretariat) and should not be confused with any other certification mark or product label. Care should be taken when referring to labels generically, as terms such as ethical, fair, or sustainable have specific meanings within the scope of each label’s approach to improving the social and environmental impact of business and commerce.* For more information, visit [*www.rainforest-alliance.org*](http://www.rainforest-alliance.org). For media queries, contact Brittany Wienke at *bwienke@ra.org* or 646-452-1939.