

FOR IMMEDIATE RELEASE

## Bigelow Tea Achieves Zero-Waste-To-Landfill Certification



**Fairfield, CT, August 22, 2012 –**

Although Bigelow Tea has a corporate culture of sustainability that dates back three generations, it recently set its sights on achieving "Zero Waste to Landfill" status.

This was no small task.

According to [Zero Waste International Alliance International](#) guidelines, to qualify, companies must divert 90% per cent of their waste from the landfill. To put it another way, for a company to qualify, only 10% of every ounce of waste is allowed.

The Bigelow family is pleased to announce that today, through aggressive recycling, raw material reduction, reuse, composting methods – and the concerted effort of Plant Managers Jim Gildea, Steve Keys and Tony Greer, Bigelow Green Teams, Bigelow employees and composting partners at all three of its plants, Bigelow Tea has achieved its

goal of being a "Zero Waste to Landfill" company. And it did so by not only meeting, but exceeding minimum requirements. Each of Bigelow's plants diverts between 92 and 100% of solid waste.

The Fairfield, Connecticut facility diverts a full 100% of its trash through composting, recycling and by sending the remains to a local Trash to Energy plants. The Louisville, Kentucky facility currently diverts 95% of its waste materials through composting and recycling. The Boise, Idaho facility diverts 92% also by composting and recycling. And the numbers keep improving.

"We are committed to achieving and maintaining excellence in all facets of our business," says Cindi Bigelow, third generation president of the family business that today employs over 300 people and produces over 1.6 billion tea bags annually. "We set the bar high then challenged company employees to meet it. And meet it they did by finding ways to reduce, reuse and recycle *everything* -- from materials used daily in the manufacturing process to the cups, plates and utensils used in all three cafeterias! Clearly, we're on the right track and that feels great."

Bigelow Tea's greening efforts to date go beyond waste reduction. They include a 5-year savings of nearly 6.5 million kWh of electricity through the installation of 900 solar panels and other initiatives, 800,000 gallons water and 1.7 million cubic feet natural gas.

Together, we are making a difference.

To read more about Bigelow Tea's greening efforts, click on the SustainabiliTEA tab at [bigelowtea.com](http://bigelowtea.com).

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#### About Bigelow Tea Company

100% family owned Bigelow Tea with headquarters in Fairfield, Conn. and plants in Boise, Idaho and Louisville, Kentucky, pioneered the specialty tea category over 65 years ago. Bigelow takes pride in its heritage and successful growth from a one-product, entrepreneurial venture into America's leading specialty tea company. The Bigelow Tea line includes more than 120 varieties of Flavored, Traditional, Green, Organic, Herbal, Decaffeinated and Iced teas – including flagship specialty tea flavor, "Constant Comment®," an all-time American favorite.

In 2003, the company purchased and restored the Charleston Tea Plantation. Based on Wadmalaw Island just south of Charleston, South Carolina, America's original tea plantation cultivates several hundred thousand tea bushes that are descendants of bushes brought from China during the 1700's. The Charleston Tea Plantation has become a "must see" destination for over 50,000 tea lovers and tourists from around the world who visit annually and appreciate information and education about tea, in addition to enjoying American Classic Tea and products which are produced from the tea grown on the premises.

Bigelow Tea products are available nationwide at grocery, supercenters, mass merchandisers and health stores. Every variety can be found on the company website, ([bigelowtea.com](http://bigelowtea.com)) along with an appealing selection of recipes, tea chests, tea accessories and other gift items. Tea lovers and enthusiasts will also enjoy sharing interesting and entertaining related stories and facts by visiting the Bigelow Tea Blog ([bigelowteablog.com](http://bigelowteablog.com)), Facebook ([facebook.com/bigelowtea](https://facebook.com/bigelowtea)) and Twitter ([twitter.com/bigelowtea](https://twitter.com/bigelowtea)).

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