



“SustainabiliTea” Drives Earth Day Commitment at Bigelow

April 16, 2015, Fairfield, Conn. – As Earth Day turns 45 on April 22, 2015, Bigelow Tea is once again growing its efforts to be a “green” company and environmentally responsible maker of specialty teas.

A proud supporting member of the [Ethical Tea Partnership](#), which works with tea growers to establish best-practice methods for the responsible conservation of the world’s tea fields, Bigelow Tea, which produces 1.7 billion tea bags annually, is also a [Zero Waste to Landfill company](#), diverting 94 percent of its solid waste company wide, exceeding the official guideline of 90 percent.

“Eighty-five percent of [our packaging](#) is compostable, biodegradable or recyclable,” says Cindi Bigelow, the third-generation president and CEO of the family-owned company her grandmother started more than 70 years ago.

“Packaging innovations over the past years have allowed us to cut the weight of our outer boxes, saving 430,000 pounds of material per year, and shaving the thickness of our foil by 12 percent has saved 86,000 pounds per year. In addition, we have eliminated corrugated packaging completely on our shipments, and done away with pallet shrink-wrapping in favor of reusable rubber bands.”

Bigelow Tea also takes care to conserve resources, with [rooftop solar](#) generating up to 15 percent of the energy used by its Fairfield plant. Around its facilities, Bigelow has installed motion detectors, LED lights and waterless urinals.

Bigelow Tea is currently installing a “daylight harvest” system that will continually adjust office lighting within the building based on outdoor light.

And it doesn’t stop there.

Bigelow’s Fairfield cafeteria uses 100 percent recyclable utensils, plates, napkins and cups and it has diverted 1,200 tons of compostable material away from landfills and to a [local Connecticut farm](#) since 2007.

“Each of our employees has three receptacles – one for recyclables, one for compost and one for trash,” Cindi says.

And many of the company’s vehicles are hybrid, while a large percentage of [Bigelow’s environmentally conscious employees take the train, bike or car pool to work.](#)

To the mission statement that began with Ruth Campbell Bigelow 70 years ago, “Do the right thing and good things will follow,” Cindi has added, “Caring for our planet, it’s the right thing to do.”

“At Bigelow Tea we constantly challenge ourselves to making our environment and our community a better place,” says Cindi Bigelow.

###

About Bigelow Tea Company

Based in Fairfield, CT and 100% family owned, the Bigelow Tea Company pioneered the specialty tea category 70 years ago. The three-generational company takes pride in its heritage and successful growth from a one-product, entrepreneurial venture into America’s leading specialty tea company. Producing 1.7 billion tea bags annually, the Bigelow Tea line includes more than 130 varieties of Flavored, Traditional, Green, Organic, Herbal, Decaffeinated and Iced teas – including its flagship specialty tea flavor, “Constant Comment”®, an all-time American favorite.

In 2003, the company purchased and restored the Charleston Tea Plantation, a 120-acre American tea plantation located on Wadmalaw Island, just south of Charleston, South Carolina. It is here where hundreds of thousands of ancestral tea bushes that go into the making of Charleston Tea Planation teas are grown and cultivated without pesticides, herbicides, fungicides or insecticides. The Charleston Tea Plantation has become a "must see" destination for more than 70,000 travelers from around the world who visit annually to learn how tea is grown and harvested, and sample products made from tea grown on the premises.

Bigelow Tea products are available nationwide. Tea lovers and enthusiasts can also enjoy sharing entertaining stories and facts by visiting Bigelow Tea (bigelowtea.com), the Bigelow Tea Blog (www.bigelowteablog.com), Facebook www.facebook.com/bigelowtea, Twitter (www.twitter.com/bigelowtea), Pinterest (www.pinterest.com/bigelowtea) and Instagram (www.instagram.com/bigelowtea).

PRESS CONTACT INFO:

Elaine Gavoli

Communications Manager

egavoli@bigelowtea.com

(203) 330-2530