

# Freshëns®

fuël for the body & mind™

Media Contact:  
Amanda Leesburg  
Leesburg PR  
404-842-0040  
[amanda@leesburgpr.com](mailto:amanda@leesburgpr.com)

## **Freshëns Introduces First Renewable, Compostable Paper Cold Cup in the United States**

*Revolutionary ecotainer™ Offers Cool Alternative to Polystyrene Foam Cups*

ATLANTA – September 15, 2008 – Making a difference one cup at a time, Freshëns® is excited to reveal the first fully renewable and compostable paper cold cup in the United States, ecotainer™. Setting a new standard for paper cups, the new ecotainer Paper Cold Cup from International Paper, will replace existing polystyrene foam cups used by the major foodservice retailer in all locations across the country. Set to debut in September in select Freshëns stores and nationwide in the fall, ecotainer will be the cornerstone of Freshëns sustainability initiative, It's In Our Nature™, based on the cup's fiber and coating sourced from sustainably-grown, renewable resources.

Freshëns is the first national retail brand to introduce the ecotainer Paper Cold Cup throughout its system. The launch represents the first large-scale cold cup introduction with a material of this type in the marketplace. And because this cup performs in a manner identical to traditional standard paper cold cups, consumers do not need to make compromises in the areas of aesthetics or function.

In a standard paper cold cup, the paperboard used is coated with a petrochemical based plastic, polyethylene, to make it liquid resistant. However, this cup uses Polylactic Acid (PLA) to create a water-resistant barrier on the paperboard. PLA is a biopolymer derived from plant sugars. The coating is not water soluble and will not dissolve in use with hot or cold beverages. On the other hand, it can be consumed by microbes over time in a municipal compost environment.

Adding to its eco-friendliness, the process used in manufacturing requires less energy than the polyethylene coating material it replaces. This is a safe process because it starts with plants, and ends with a non-toxic plastic similar to other materials used in package food. It is FDA approved, and although this application (coating paperboard) is new, this material is used extensively for packaging produce and other food items. International Paper also uses an elemental chlorine-free bleaching process for manufacturing its paperboard products. Further, the trees used to make the paper come from a fiber-sourced system that is independently certified to adhere to the Sustainable Forestry Initiative (SFI) guidelines for management and harvesting. No trees from old-growth or endangered forests are used.

Combined, individual consumers in the United States alone use about 40 billion paper and 25 billion plastic and foam cups every year. These facts illustrate what a tremendous impact our use, or misuse, can have on the environment.

“Premiering the first compostable and fully renewable cold cup is an honor for us,” said Freshens Quality Brands President John Stern. “Though the cup does cost a little more, we believe it is an imperative element not only in our own corporate responsibility but in that of our industry. Freshens has chosen to make positive decisions to protect and preserve our planet for ourselves and future generations.”

“Changes in consumer expectations are driving retailers to make better decisions with regard to the environment,” said Austin Lance, Vice President and General Manager of International Paper’s Foodservice Business. “We are excited to support Freshens’ sustainability initiatives through the introduction of our ecotainer cold cup.”

### **About Freshens**

Freshens Quality Brands truly delivers “fuel for the body & mind.” Committed to providing customers with purposeful nutrition, Freshens offers a wide array of frozen yogurt, smoothies and snacks to both satisfy taste and supply nutrition. An industry leader with over 1,200 locations nationwide, Freshens operates under three distinct brands, Freshens Frozen Treats, Energy Zone and Zia. Freshens Quality Brands is headquartered in Atlanta, Georgia. For more information, please visit [www.freshens.com](http://www.freshens.com)

### **About International Paper**

International Paper (NYSE:IP), founded in 1898, is a global uncoated paper and packaging company with primary markets and manufacturing operations in North America, Europe, Russia, Latin America, North Africa and Asia. Headquartered in the United States, International Paper employs approximately 53,000 people in more than 20 countries, and serves customers worldwide. Annual sales are about \$22 billion. International Paper partners with customers and environmental, academic, civic and governmental organizations, as well as landowners and harvest professionals, to encourage responsible forest stewardship, improve the health and productivity of forestlands and increase recovery of our recyclable products. The company has a long-standing policy of using no wood from endangered forests. To learn more about International Paper, its products and commitment to economic, social and environmental sustainability, visit [www.internationalpaper.com](http://www.internationalpaper.com)

###