



**MEDIA RELEASE**  
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## **Australian coffee franchise receives global sustainability award**

Australian-owned global brand, Gloria Jean's Coffees will be distinguished with the *Rainforest Alliance Corporate Green Globe Award* in New York this month, recognising the company's work in supporting global sustainability in agriculture.

Gloria Jean's Coffees has worked with the highly-respected Rainforest Alliance not-for-profit organisation since 2003 and now sells Rainforest Alliance Certified™ coffee throughout its international network of 854 stores in 31 countries.

The Rainforest Alliance is dedicated to making the world a better place by establishing a certification scheme that encourages farmers to meet the highest environmental and social standards, conserving biodiversity and providing sustainable livelihoods.

Gloria Jean's Coffees Executive Chairman and the founder of the partnership, Nabi Saleh will receive the award at a Gala Awards Ceremony held in New York on 15 May.

"Receiving such a prestigious award is a huge honour for Gloria Jean's Coffees. We have maintained a strong commitment to working directly with coffee farmers and the Rainforest Alliance over many years to promote our shared belief for a more sustainable coffee industry," Mr Saleh said.

"As part of our ongoing work we have committed to a target of purchasing 85% of our coffee within the next three years from Rainforest Alliance Certified™ farms.

Gloria Jean's Coffees will produce approximately 1,564 tons of roasted certified coffee products over the next financial year. By sourcing and roasting its own Rainforest Alliance Certified™ coffee for its global store network, Gloria Jean's Coffees is promoting social and environmental sustainability in the world's largest coffee growing regions including farms in Nicaragua, Brazil, Costa Rica and Colombia.

Gloria Jean's Coffees is also working with emerging coffee markets in Sumatra, India and Papua New Guinea to encourage more farms to become Rainforest Alliance Certified™.

Sabrina Vigilante, Senior Marketing Manager at the Rainforest Alliance, who visited Australia last year for a Gloria Jean's Coffees sponsored educational tour said: "The Rainforest Alliance is proud to honour Gloria Jean's Coffees with our Corporate Green Globe Award for its bold commitment to sustainability.. Their support will make a big difference in coffee-growing communities and result in tangible benefits for workers and wildlife habitat."

"Our commitment to the Rainforest Alliance initiative means that our guests not only enjoy a cup of great tasting quality coffee, but one that supports farmers, their workers



and their families, local communities and the environment, including better housing conditions, wildlife habitats and education for children," Mr Saleh said.

The Rainforest Alliance 18<sup>th</sup> Annual Gala Awards is a high profile event where progressive companies, environmentalists and distinguished leaders within the business and diplomatic communities, come together to recognise the exceptional achievement that some of the world's largest organisations have made to ensuring the ongoing sustainability of the world in which we live.

Gloria Jean's Coffees is the first Australian company to be recognised at the Rainforest Alliance Annual Gala Awards.

## **ENDS**

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## **Notes to editors**

### **What is the Rainforest Alliance?**

In 2007, the Rainforest Alliance celebrated its 20<sup>th</sup> Anniversary as a pioneer in using market forces as a means of conserving tropical rainforests.

Based in New York, with offices throughout the US and worldwide, the Rainforest Alliance works with a range of organisations and individuals – from large multinational corporations and tourism businesses to small, community-based cooperatives - to conserve biodiversity and ensure sustainable livelihoods by transforming land-use practices, business practices and consumer behaviour.

The Rainforest Alliance Certified™ seal of approval is awarded to farms that meet the environmental and social standards of the Sustainable Agriculture Network (SAN), a coalition of conservation organisations for which the Rainforest Alliance serves as secretariat. Products such as coffee, bananas, chocolate, orange juice, cut flowers and ornamental ferns that come from these farms bear the organisation's green frog seal.

Over 25,000 farming operations have been certified in 18 countries globally, benefiting some two million farmers, farm workers and their families and ensuring that more than 400,000 hectares of tropical farmland is managed to conserve natural resources and protect wildlife.



In 2006, the sale of Rainforest Alliance certified coffee, bananas and chocolate surpassed US\$1billion. In five years Rainforest Alliance certified beans will account for 5% of the world's coffee supply and as much as 10% in seven years.

For more information about the Rainforest Alliance, visit [www.rainforest-alliance.org](http://www.rainforest-alliance.org)

### **About Gloria Jean's Coffees**

Gloria Jean's Coffees is an Australian owned and operated global brand with 854 stores in 31 countries worldwide, with master franchise partners active in 50 countries.

Gloria Jean's Coffees international network include Australia, Cyprus, Fiji, Germany, Greece, Hungary, India, Indonesia, Ireland, Japan, Jordan, Kazakhstan, Korea, Kuwait, Malaysia, Mexico, New Zealand, Philippines, Pakistan, Romania, Singapore, Spain, South Africa, Thailand, Turkey, USA, UAE, Ukraine, UK and Vietnam.

Gloria Jean's Coffees sells hand crafted signature hot and cold coffee drinks, traditional espresso drinks, a range of single origins, blends and estate whole bean coffees and specialty teas, along with pastries and coffee related merchandise.

Gloria Jean's Coffees is one of the top 30 fastest growing franchises in Australia and is also listed as one of Australia's top 1,000 companies and top 500 Private Companies (Source: BRW 2007/2008).

The company's success has also been recognised for its achievements over the last few years winning multiple awards. These include 'Food Franchisor of the Year 2007' in the PricewaterhouseCoopers Excellence in Franchising Awards, '2006 International Franchisor of the Year' awarded by the Franchising and Licence Association, Singapore and the PricewaterhouseCoopers Franchising Excellence Awards '2005 Franchisor of the Year'.

#### **Important Note:**

*The Rainforest Alliance Certified™ 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.*