



*We care about a better tomorrow. Our Commitment to creating a **greener**, healthier planet!*

## MIX launches new coffee program which supports the environment.

Following its motto "Soil to Soul", MIX announced today that it has totally revamped its coffee program and is upgrading to 100% Rainforest Alliance Certified™ coffee throughout all of its outlets. For the first time, Hong Kong consumers will be able to show their support for coffee that protects the environment and promotes sustainable practices.

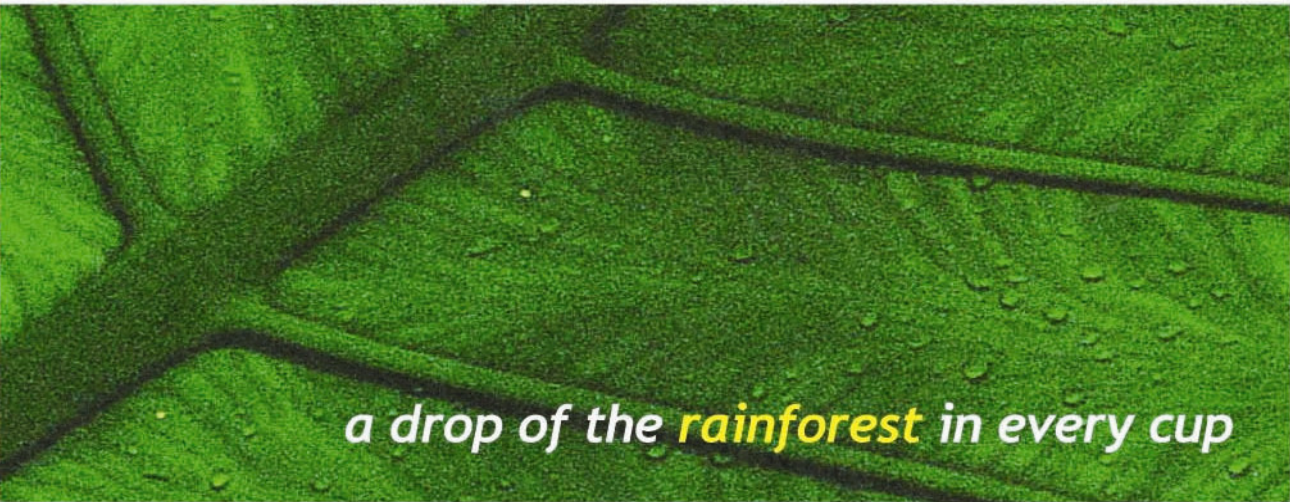
"Today's announcement will transform the market for sustainable grown coffee in Hong Kong. It means we can offer our customers great tasting coffee which benefits coffee growers, their communities and the environment." says Tim Shervill, Managing Director of MIX. "MIX will be the first retailer in Hong Kong to promote Coffee for a Greener world and it fits well with the total offering of Mix products.

The new coffee was specially created for MIX by Graffeo Coffee, a leading high-end coffee roaster who focuses on ultra-premium coffees. The MIX special blend includes beans from the world-famous Datterra Estate in Brazil, known for its commitment to the environment and superior award-winning coffee beans.

"We are delighted to partner with MIX to launch what we believe is an extraordinary coffee backed by an even more important cause which is maintaining the world's ecosystem and enhancing society as a whole" says Brian Tom, co-founder of Graffeo. "If these coffee farmers can make sacrifices for a better environment, we can to. We view this as just a step in the right direction."

Rainforest Alliance Certified™ coffee is a guarantee to consumers that the beans they buy are grown and harvested responsibly according to rigorous social and environmental standards that conserve forests, wildlife and safeguard farmers and their families. Only farms that meet specific standards balancing all aspects of production, including protecting the environment, the rights and welfare of workers and the interest of coffee-growing communities are awarded certification.





*a drop of the **rainforest** in every cup*

MIX launches new coffee program which supports the environment.

**MIX:**

Mix has been operating in Hong Kong since 2003 when the original 3 stores were purchased by the Multi-national fashion conglomerate – The Bluebell Group. Offering international expertise, advice and support, Mix (now 12 stores) prospers through the association and continues to grow under a professionally managed structure and organization. The original concept of Mix has been preserved where it moves you away from the stresses of daily life providing you with a mix of healthy smoothies, juices & wrapps, in a vibrant, modern and contemporary retreat. Our philosophy is to provide nourishment for both body & mind through balance and moderation, a place to replenish, recharge and rejuvenate your body & soul.

**Graffeo Coffee Roasting Co. :**

Graffeo was founded in 1935 and is a world leading high-end specialty coffee roaster and distributor with operations in San Francisco, San Rafael, Beverly Hills, Singapore and Hong Kong. It is the coffee of choice for aficionados and can be enjoyed at many of the world's finest restaurants, hotels, and cafes. It's award-winning blends have been recommended by many leading publications including ZAGAT, Gourmet magazine, Wine Spectator, and National Geographic's "The 10 Best of Everything". Graffeo also supports sustainable efforts which protect the environment and society as a whole.

For more information, visit [www.graffeocoffee.com](http://www.graffeocoffee.com)

**Rainforest Alliance :**

The Rainforest Alliance works to conserve biodiversity and ensure sustainable livelihoods by transforming land-use practices, business practices and consumer behavior. Companies, cooperatives and landowners that participate in Rainforest Alliance programs meet rigorous standards that conserve biodiversity and provide sustainable livelihoods.

For more information, visit [www.rainforest-alliance.org/coffee](http://www.rainforest-alliance.org/coffee).

