

CONSUMERS WANT FRESH SUSTAINABLE COFFEE IN SUSTAINABLE PACKAGING



AT CLUB COFFEE®, Industry-first innovations enable brands to stay ahead of changing consumer demands.

THE AROMAPAK™ system for whole bean and ground coffee gives you an eye-catching sustainable packaging format backed by leading-edge roasting, grinding and packing technology.

THE RESULT? A great quality cup of coffee with IMPORTANT environmental benefits!

WHY AROMAPAK™?

YOUR CONSUMERS LOVE IT¹

- The airtight seal & barrier mean fresh coffee
- Easy to handle, scoop & store¹
- Environmental benefits¹
- No harmful chemicals including PFAS
- Overall experience enhancement¹
- Increased brand perception¹
- 86% willing to switch¹

SUSTAINABLE⁺ & RECYCLABLE^{*}

- Made with renewable⁺ & sustainably sourced⁺ tree fibers
- Reduced plastic waste vs coffee bags & tubs²
- Achieved "WIDELY RECYCLED" How2Recycle® designation
- Successfully tested at North America's leading facility for paper recycling research
- CO₂ reduction vs bags, tubs & cans, based on lifecycle analysis²

PREFERRED by 70% of CONSUMERS vs traditional bags & cans¹

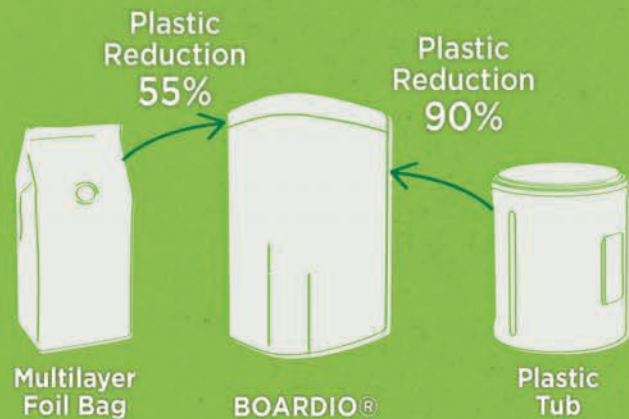


AROMAPAK™ IS MADE FOR RECYCLING*

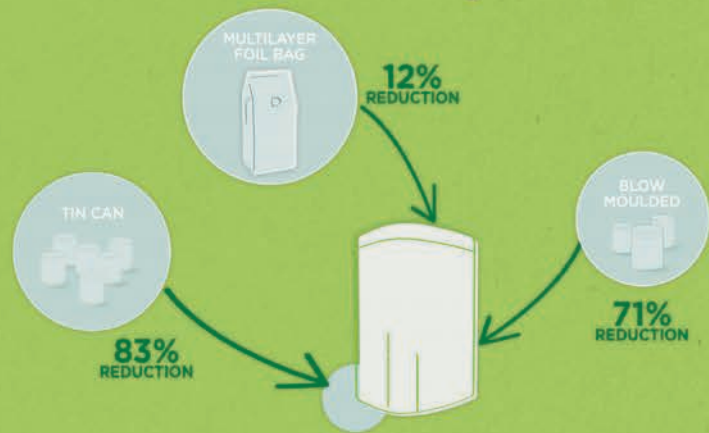
- Recyclers want this high-quality paperboard
- They value the high-grade tree fiber from sustainably-managed† forests
- The How2Recycle® label gives clear guidance to consumers



AROMAPAK™ = LESS PLASTIC WASTE²



AROMAPAK™ = LESS CO₂ EMISSIONS²



WIDELY RECYCLABLE
PACKAGE

How2Recycle®



FOR ADDITIONAL INFORMATION, CONTACT:

DAVE McQUILLIN
Dave.McQuillin@ofi.com

ANGELO CAMPANELLA
Angelo.Campanella@ofi.com

PAUL SANEHOLTZ
Paul.Saneholtz@ofi.com

ClubCoffee.com | 1.800.387.4367

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*Packaging made with a minimum of 80% paper fiber

†Forest Stewardship Council - certified tree paperboard

Boardio® - A registered trademark of AR Packaging AB, used under license

¹Consumer preference data from Club Coffee consumer testing and focus group studies in 2020 & 2021

²Based on lifecycle analysis



is now part of

