

Mars Drinks Offers Numerous Ways To 'Go Green' With Flavia Products

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With its Flavia® brand of single-serve beverages and brewers, Mars Drinks provides businesses with an opportunity to add to their own green efforts while providing a delicious, cost-effective workplace benefit, keeping employees satisfied on two fronts.

Flavia's unique Source. Seal. Serve(TM) process ensures that each delicious cup of FLAVIA is fresh and full of authentic flavor, which is important to keeping employees' workdays running smoothly.

In October, Flavia announced that its three most popular coffees (House Blend, Breakfast Blend, and Kona Blend) had achieved Rainforest Alliance Certification. These coffees are grown on farms where forests are protected; rivers, soils and wildlife are conserved; and workers are treated with respect, paid decent wages, properly equipped and given access to education and medical care. The Rainforest Alliance seal ensures that experienced inspectors have verified that the farms meet demanding social and environmental standards, and are on a path toward true sustainability.

On top of that, the company's Kenya single origin coffee is part of the Brighter Tomorrow at Origin(TM) program, which similarly works to improve the lives of coffee farmers and their families through responsible growing methods and fair business practices.

"At Flavia, we are committed to not only reduce our office's global impact, but that of all offices in North America," said Nick Braden, general manager, Mars Drinks North America, in a prepared statement. "With many workplaces trying to meet their own sustainability goals, we wanted to provide a drink option that satisfies employees' cravings and concerns. In fact, Mars Drinks is so committed to achieving balance that we pledge a portion of our research budget specifically toward environmentally sound, sustainable product innovation."

Again, small choices add up. Other measures implemented by Mars Drinks include redesigning the product itself to minimize raw material consumption. The Flavia fresh pack was recently made 20% smaller, providing the same size and quality beverage with less waste.

Mars Drinks also just entered into an exclusive contract with TerraCycle(TM). TerraCycle upcycles products and prevents garbage from ending up in landfills. TerraCycle has received praise and recognition including "Most Innovative Company" by Consumer Good Technology Magazine in 2008.

The Flavia ® C400 uses leading-edge technology to save water and energy. An innovative two-tank system heats only the water needed to make a few drinks at a time – so hot water is always ready but never waiting. In energy-saving mode, it consumes less than one third of the energy used by a 12-watt nightlight. An advanced sensor system ensures that water is heated to optimum brewing temperature, not a degree more. The display panel LED screen uses less energy, compared to standard filament light bulbs.

The latest model of the Creation 400, which displays the Flavia fresh packs, is made from 90 percent post-industrial recycled plastic and the cups use 10 percent post-consumer recycled content. Further promoting its reduce-reuse-recycle ideology, the racks on which the fresh packs are stored are fully recyclable.

"So often individuals and businesses are forced to choose between convenience and eco-awareness," said Braden. "With Flavia, we are helping companies bridge that divide. Facility managers can be confident that they are meeting company goals for employee satisfaction and sustainability with a simple-to-use, easy-to-manage, and well-appreciated workplace perk."

Flavia offers employees a wide range of hot beverage choices, brewed fresh and customized for each individual, thanks to its Fresh Release(TM) technology. This technology uses hot water to unlock Flavia fresh packs, releasing the aromatic ingredients brewing inside and serving an amazingly fresh cup each and every time, allowing one employee to indulge in an authentic Chai latte while the next appreciates a rich Kona coffee.

Since there are no reusable funnels or filters, Flavia can offer a vast selection of choices – from gourmet coffees to leaf teas, health-conscious drinks to rich cappuccino and Dove® options – while ensuring that there is no cross-contamination of flavors. And with no mess, Flavia is a hassle-free, clean and hygienic option. Facility managers will also appreciate the budget-friendly aspects of the drinks station, as it serves up coffee-house quality beverages at a fraction of the cost and the overall design requires less energy to operate, as well as conserves water by eliminating coffee waste.

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