



2015 Leadership Award Winner

Honest Tea



About Honest Tea

Honest Tea was founded in 1998 when co-founders Seth Goldman and Barry Nalebuff began brewing batches of tea in Seth's kitchen. Honest Tea now has more than 100 employees at its headquarters in Bethesda. In 2011, it became an independent operating unit within The Coca-Cola Company with product distribution to more than 100,000 stores across the United States.

Honest[®] tea

4827 Bethesda Avenue
Bethesda, Maryland 20814
www.honesttea.com

Achievements

Mission: A commitment to social and environmental responsibility is central to the company's identity and guides its efforts in both its products and facilities. Honest Tea is also a member of 1% for the Planet, which directs a percentage of profits to environmental initiatives.

Purchasing: Honest Tea products are made from USDA-certified organic ingredients and Fair Trade-certified tea leaves and sugar. The company has also redesigned its beverage containers to reduce the use of millions of pounds of resin each year. In the workplace, Honest Tea purchases 100 percent tree-free paper, uses second-hand furniture where available, and has incorporated the use of recycled and renewable building materials.

Recycling: Honest Tea is committed to reducing and recycling waste in its offices and has partnered with a neighboring restaurant to compost leftover food. To increase awareness about recycling and reward recyclers across the country, the company launched the Honest Tea Great Recycle tour in 2012. To date, more than 560,000 empty beverage containers have been collected and recycled.

The Maryland Green Registry Leadership Awards recognize organizations that have shown a strong commitment to the implementation of sustainable practices, the demonstration of measurable results, and the continual improvement of environmental performance.