



Maryland Green Registry MEMBER

The Maryland Green Registry promotes and recognizes sustainable practices at organizations of all types and sizes. Members agree to share at least five environmental practices and one measurable result while striving to continually improve their environmental performance.

Honest Tea

Honest
tea

4827 Bethesda Ave
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301-760-4837
www.honesttea.com
Beverage Manufacturer
Member since October 2009

Management and Leadership

☒ Environmental Policy Statement

Honest Tea creates and promotes delicious, truly healthy, organic beverages. We strive to grow with the same honesty we use to craft our products, with sustainability and great taste for all.

A commitment to social responsibility is central to Honest Tea's identity and purpose. The following link outlines our mission and CSR statement:

<https://www.honesttea.com/about-us/our-mission/>

☒ Environmental Team

The Director of Mission and Office Manager maintain the sustainability of the office. The team recently added a plant wall to purify the air in the office and converted from 100% recycled paper to 100% tree-free paper.

☒ Annual Environmental Goals

In 2014, employees will reduce paper use in the office by 12%.

☒ Environmentally Preferable Products and Services

All Honest Tea products are certified as meeting USDA's organic standards. This means that our beverages are produced without antibiotics,

pesticides, irradiation or bioengineering. It's important to note a tea leaf is never washed before being steeped which means any pesticides or fertilizers used in growing the tea leaves will likely end up in your cup. Eleven varieties offered by Honest Tea are Fair Trade Certified ensuring workers on estates receive a fair share of profits and that the estate complies with specific criteria set by Fair Trade USA to ensure equality and fairness.

☒ **Environmentally Preferable Purchasing**

Honest Tea has made several recent choices that improve our operational sustainability:

- *Our sampling cups used at tastings are 100% recyclable, FSC Certified, and are bleached without using elemental chlorine.*
- *We print our annual Mission Report on 100% recycled and FSC Certified paper.*
- *We purchase 100% tree-free printer paper for the office.*
- *Our office furniture is recycled or second-hand. Should we need any furniture or storage units, we first look for previously used items through sources like Craig's List.*

☒ **Environmental Restoration or Community Environmental Projects**

In 2008, Honest Tea partnered with other local leaders to launch Bethesda Green, a private-public partnership to implement and showcase sustainable business practices. The initiative incubates green businesses, educates the community about sustainability, and facilitates the implementation of green solutions.

In 2013, we enthusiastically joined the Montgomery County Corporate Volunteer Council Circle of Leadership. In conjunction with Montgomery Parks, the MC-CVC and Bethesda Green, Honest Tea hosted a morning of service clearing invasive plants from 16 acres of park land, helping to avert the germination of 10,000 additional seeds.

In 2013 and 2014, Honest Tea sponsored The Great Recycle Tour at Giant food stores throughout Maryland, Virginia, and D.C. At a total of 30 events participants were invited to recycle glass, plastic and aluminum containers, as well as drink pouches, in a 12-foot tall blue recycling bin. Participants exchanged recycled materials for items like an iPad Mini, sports team memorabilia, bicycles, free bottles of Honest Tea, or to plant a tree through Trees for the Future.

Honest Tea has also partnered with TerraCycle to found the [Drink Pouch Brigade™](#), which collects non-recyclable post-consumer materials and upcycles

them into new products. Since its founding in 2007, the Drink Pouch Brigade has diverted 2,336,016 pounds of drink pouches from being sent directly to landfills.

Waste

☒ **Solid Waste Reduction and Reuse**

Honest Tea has set a paper use reduction goal and to meet that goal we are encouraging employees to email rather than print information, print double-sided, and reduce side margins to maximize paper use.

☒ **Recycling**

We recycle paper, bottles, glass and plastic and aluminum foil.

☒ **Composting**

We have partnered with a neighboring restaurant to compost leftover food scraps at our headquarters office in Bethesda, MD.

Energy

☒ **Energy Efficiency**

Honest Tea relocated in July 2007 to eco-friendly headquarters in its hometown of Bethesda. We work in 4600 sq ft of leased space, and worked within the constraints of the previously occupied space to maximize our energy efficiency. Our sustainability efforts are highlighted on our website, from which the following text is taken:

ENERGY SAVING LIGHTING: When we do turn the lights on, our CFL bulbs use less energy than standard bulbs, provide the same amount of light and last longer, saving energy costs over each bulb's lifetime. They generate less heat, so they're safer to operate and can cut energy costs associated with cooling.

RECYCLED RUBBER FLOORING: Made from recycled tire rubber, our hall and kitchen flooring is manufactured with a 'green' process using minimal water, and scrap is reused to reduce waste. The product is not heated during the manufacturing process and the plants where it is produced have good air quality with minimal odor and no smoke stacks. The flooring contains no formaldehyde or PVS and is applied with a low-VOC emission adhesive.

BAMBOO FLOORS: Bamboo is a rapidly renewable resource, growing 2 to 3 feet in the first 24 hours after sprouting and reaching mature height and diameter in only six months. Bamboo's broad root structure helps prevent soil erosion. Our floors are from Dragonfly Bamboo, which uses a zero-formaldehyde glue.

BAMBOO PLYWOOD: Bamboo plywood is made from 100 percent rapidly renewable bamboo, using adhesives that are both strong and urea formaldehyde (UF)-free. Our 12-foot long, custom built bamboo plywood work table, used by employees and interns, houses an original tea brewing basket used in early production runs of Honest Tea.

ICESTONE KITCHEN ISLAND: IceStone surfaces are made with 100% recycled glass in a cement matrix and reduce the amount of glass in the waste stream. Our multi-purpose kitchen island is used for tea-tastings, lunch and the occasional office birthday party.

ENERGY-SAVING REFRIGERATORS: One for tea only, and one for our lunches, our refrigerators on wheels are estimated to be 15% more efficient than current Federal Energy Standards.

OPEN OFFICE SPACE: No walls! Our one-room office space allows natural light from the windows to reach the entire office, cuts energy costs for lighting and promotes open communication.

RECLAIMED BRICK: Originally on their way to a landfill in Baltimore, these bricks cover the pre-existing columns well and add a feeling of history and individuality.

REUSED DESKS AND FURNITURE: Instead of buying new furniture, we mainly purchase (gently) used desks and furniture.

REUSED TEA CRATES: Tea crates were salvaged from an Honest Tea manufacturer and are reused throughout the office and at trade shows.

VERTICAL GARDENS: The planters are crafted by Florafelt from 100% recycled PET bottles. The thick plastic felt wicks water to the plants and enables a root structure to grow. Because plants take in CO₂ and emit fresh oxygen, a vertical garden helps to purify the office air quality.



Renewable Energy

Honest Tea purchased RECs to offset the carbon dioxide produced during the production of its Jasmine Green Energy tea. RECs were also purchased to offset the energy used annually at our Bethesda, MD headquarters.

Transportation

☒ Employee Commute

Honest Tea encourages employees to walk, ride bikes, take public transportation, and carpool or carshare.



View our video

Profile Updated May 2015



Help build a greener, more sustainable Maryland through voluntary practices that reduce environmental impacts and save money.

Learn more at green.maryland.gov

