



Global Green USA Applauds Starbucks and Action Carting Environmental Services Inc. for 86-Store Paper Cup Recycling Pilot in New York City

Pilot Leverages Model Developed through Global Green's Coalition for Resource Recovery

Sept. 14, 2010 – New York, NY – This week Starbucks Coffee Company, with Action Carting Environmental Services Inc., launched a paper cup recycling pilot program at 86 of its New York City stores. The pilot leverages a recycling model developed through Global Green's Coalition for Resource Recovery, of which Starbucks and Action Carting are members. Last fall, Starbucks and Action Carting participated in an initial recycling pilot led by Global Green. The pilot took place over an eight-week period at seven Starbucks stores in Manhattan. Customers were encouraged to use in-store paper cup recycling bins. The cups were pre-screened for recyclability and collected with corrugated boxes by Action Carting.

Starbucks current recycling pilot will provide the field data needed to examine the potential of this program across the nation. It will test a variety of end uses for Starbucks cups. The results of this large-scale pilot have the potential to institutionalize recycling across the foodservice industry and influence the redesign of all fiber-based food packaging for recyclability. As the pioneer of the initial seven store test, Global Green will continue to serve as a third-party technical consultant for evaluating end uses for the cups.