



EcoCup™ capsules with FlavorMax™ filter technology reduce food and packaging waste

COMPANY/ ORGANIZATION



FOOD CHAIN AREA



ISSUE ADDRESSED

The introduction of single serve coffee and tea capsules has grown rapidly over the past five years. Delivery of the 'right' beverage in the 'right' size at the 'right' time has been the critical consumer need. By meeting this target need, it was recognized that this format is also an opportunity to reduce the waste of the product (coffee or tea) due to product expiry or over preparation.

SOLUTION

Mother Parkers's EcoCup™ capsule with FlavorMax™ filter technology incorporates sustainable design and life cycle thinking. A study to analyze the comparison of traditional drip brew coffee versus single serve coffee was conducted in partnership with Quantis, PAC, and Club Coffee. The results of this study indicate that these two preparation methods (assuming no waste) are not significantly different. However, once waste due to product expiry or over preparation in the traditional drip brew scenario was incorporated, the single-serve solution was found to be beneficial in reducing the food waste.



EXPECTED BENEFITS

Reduced food waste: The technology provides a controlled dosage.

Reduced packaging waste: The technology enables consumers to easily (without tools) separate all the components of the single serve capsule, compost what can be composted, recycle what can be recycled, and significantly minimize what goes to landfill.

CASE LINK

www.mother-parkers.com

CONTACT INFORMATION

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