



FOR IMMEDIATE RELEASE

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***ORGANIC INDIA TO OPEN THE FIRST OF ITS KIND ZERO-WASTE,
CIRCULAR BUSINESS MODEL CAFÉ AND CONSCIOUS COMMUNITY SPACE
WITH THE INTENTION TO HELP LEAD AND SUPPORT BOULDER'S
AMBITIOUS ENVIRONMENTAL GOALS***

Boulder, CO (June 28, 2022). **ORGANIC INDIA USA** is pleased to announce as of today it has officially begun construction on the first-of-its-kind zero-waste café, the ORGANIC INDIA CAFÉ, opening in the fall of 2022 on Pearl Street in Boulder, CO. ORGANIC INDIA is known as an innovative global leader in providing genuine organic herbal products and true wellness solutions for healthy conscious living. The ORGANIC INDIA CAFÉ will be offering the company's full line of Tulsi-based teas and whole-herb supplements, while providing a community space, hosting events and speakers, and showcasing the brand's iconic heritage. The public will be able to relish in the cafe's nature-inspired atmosphere, where all are welcome to work, connect, and relax, while enjoying an organic smoothie, Fairtrade coffee, or plant-based cuisine.

"Our new Café & Community Space will be leading-edge for Boulder and the state of Colorado, as well as nationwide, demonstrating a zero-waste and circular business model," explains ORGANIC INDIA USA CEO Miguel Gil. "With our offices shut-down during the pandemic, I wanted to reimagine how our overhead could be better used to create a stronger sense of community and connection. We decided to develop what we call *A Conscious Community Space* – that would allow us to innovate, share our story, and connect directly with our community through uplifting and wholesome first-hand experiences."

The vision is for the ORGANIC INDIA CAFÉ to be an open forum for education and direct action on zero-waste and circularity principles. "ORGANIC INDIA employees who share in the company's mission will be extensively trained to provide support, answer questions, and ensure the success of these imperative sustainability initiatives," continued Gil. "We are partnering with leading edge recycling and zero-waste management organizations, which will enable us to continuously track and audit our footprint. By working closely with county and city government

bodies, we will use the café as a platform to contribute to Boulder’s ambitious environmental goals.”

The ORGANIC INDIA CAFÉ will be partnering with several local Denver and Boulder businesses in order to help meet its circularity objectives. From an operational lens, all coffee beans will be delivered in reusable containers from local coffee brands. Bulk food items will also be delivered and returned in reusables to maintain a fully closed-loop system. The café will have recycling, composting, and reuse bins only — no trash bins. The goal is to eliminate ‘waste’ in any form by encouraging a longer life cycle for all products, foods, and beverages. These initiatives align directly with Boulder’s zero-waste goals by eliminating and diverting as much waste as possible through a circular business strategy.

The reusable takeout system and reusable cup program are perhaps the most audacious examples of the café’s focus on circular ideologies. By partnering with innovative local delivery companies with a similar vision, consumers will be able to order and receive takeout from the café in reusable containers to enjoy zero-waste dining to-go. Likewise, reusable cups and straws will be used for takeaway teas, coffees, and smoothies instead of a single-use plastic, paper, or compostable cup, regardless of whether the customer is dining in or passing through. Once the beverage is finished, they can simply return their cup to one of the return bins found at the café or dispersed throughout downtown Boulder.

“As a Healthy Conscious Living company, we take seriously our responsibility to offer pure, organic herbal products; and to nurture the entire earth cycle that has helped create true wellness solutions since the company’s inception in India two decades ago. From the health of the soil, to the welfare of our farmer-partners, to participation in initiatives that are propelling us collectively forward toward a more sustainable future, we’re committed to playing an active role in building a better world, focused on regenerating and giving back — starting with our own Boulder community,” concluded CEO Miguel Gil.

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About ORGANIC INDIA

With a mission to be a trusted and innovative global leader in providing organic products and true wellness solutions for healthy conscious living, **ORGANIC INDIA** offers a full line of Tulsi-based teas and whole-herb supplements that are USDA Certified Organic, Non-GMO Project Verified, and vegan. **ORGANIC INDIA** goes beyond a sustainable approach, employing practices to aid in the regeneration of environmental, community, and business ecosystems. **ORGANIC INDIA** herbs are responsibly sourced through our partnership with 3,000 small family farmers in India and produced in India’s first ever LEED Platinum certified food manufacturing facility. Most recently **ORGANIC INDIA** received an honorable mention from *Fast Company*’s 2021 World Changing Ideas. **ORGANIC INDIA**, a certified B Corp, was named a 2018 “Best for the World Overall” Honoree and is also a “Best for Colorado” honoree in the Environment category, awarded by the Alliance Center, a B Lab partner.

For more information, visit organicindiausa.com or find them on social @organicindiausa