

Starbucks serves up a greener cup



Finally...a guilt-free, extra-hot, double-mocha latte.

Our partnership with Starbucks paid off when the company debuted its environmentally improved cup in March. Instead of being made entirely from virgin fiber, the 1.9 billion cups Starbucks serves each year now will contain 10% postconsumer fiber—the first approved for contact with food. “This effort began with our partnership with Environmental Defense in the 1990s,” noted Ben Packard, Starbucks director of environmental affairs.

The company and its suppliers persevered through a series of failed prototypes, and an arduous FDA approval process. The result is a cup that takes much less of a toll on the planet. “Paper is a tremendously resource-intensive commodity,” notes our project manager Victoria Mills. Starbucks’ new cups each year will save 11,000 tons of wood (about 78,000 trees), enough energy for 600 homes, and enough water to fill 70 Olympic-sized swimming pools.



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