

**MEDIA RELEASE**

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## **La Prep brews up coffee with a social, environmental conscience**

*Chain commits to using only coffee that is certified by Rainforest Alliance*

**MISSISSAUGA, Ont. (May X, 2019)** – The specialty coffee served at [La Prep](#) eateries across Canada does far more than just give diners a hot jolt of rich flavour.

Each cup of high-quality coffee La Prep sells at its more than 50 restaurant locations helps contribute to a better world by encouraging sustainable farming practices, fostering socially responsible labour conditions and protecting the environment.

La Prep is one of the first quick-service restaurant franchises in Canada to commit to only using 100% [Rainforest Alliance](#) Certified™ coffee.

“We’re proud to serve customers great-tasting coffee while providing value to the customer experience and the direction of the money spent at our La Prep locations. In fact, every time a customer chooses to purchase a coffee at La Prep, they are voting for a better world,” says La Prep CEO Naveen Seth.

The Rainforest Alliance brings together businesses, farmers and communities around the world to help solve urgent environmental and social challenges, such as deforestation, climate change and building economic opportunities and better working conditions for rural people.

The alliance uses a comprehensive range of strategies to conserve forests around the world, including cocoa-growing regions where forests can be at risk to agriculture. The alliance and its partners have helped prevent the deforestation of nearly 4.4 million hectares in high-risk landscapes and forest frontiers.

In addition to its partnership with the Rainforest Alliance, La Prep reduces the environmental footprint of the coffee it serves by ensuring the chain’s disposable coffee cups are compostable in municipal and commercial composting facilities.

La Prep continues to expand its network of Canadian eateries, including plans to add of up to 10 new locations across the country this year.

### **About La Prep:**

La Prep is an upscale bistro-style quick-service restaurant specializing in freshly prepared innovative sandwiches, salads, baked goods and specialty coffees. We pride ourselves on the quality and freshness of our ingredients with a dazzling array of delicious menu items created in our kitchens daily. Our modern and sophisticated bistro environment provides the perfect atmosphere to relax and re-energize with friends, colleagues and business affiliates. We have more than 50 locations across Canada in office towers, regional shopping centres and institutions, such as universities and airports.

More information: [www.laprep.com](http://www.laprep.com)

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**For more information, please contact:**