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## **NAKED JUICE TEAMS UP WITH THE RAINFOREST ALLIANCE**

As part of its commitment to strengthen responsible and sustainable procurement practices, Naked Juice – a leading smoothie brand in both the UK and the US – has announced a new collaboration with the Rainforest Alliance.

Consumers will now be able to find the Rainforest Alliance Certified™ seal on Naked Juice bottles, including the flagship flavours – Green Machine and Mighty Mango. Since launching last year into Waitrose and Starbucks stores nationwide, Naked Juice – which combines the best quality, bare naked fruit with vitamins and nutrients – has gone from strength-to-strength.

The Rainforest Alliance Certified seal demonstrates to consumers that Naked Juice only sources bananas from farms that can prove sound environmental, social and economic practices – meeting a strict set of criteria, as set out by the Rainforest Alliance Certified standard.

Richard Lawrence, UK Manager for Naked Juice, comments: “We understand how important it is for everyone to make a contribution to sustaining the environment and are excited to be working with the Rainforest Alliance. This step goes towards reducing our environmental footprint, supports the banana industry and their workers, and means that Naked Juice now makes you feel good in more ways than one! Our new collaboration with the Rainforest Alliance is a fantastic way to celebrate our 25<sup>th</sup> birthday.”

The relationship with the Rainforest Alliance recognises the great work the environmental conservation organisation has done in reinventing the banana

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industry – once criticised for deforestation and poor working conditions – and transforming banana plantations into sustainable businesses.

“Naked Juice is a great addition to the roster of companies that are taking important steps to be responsible about the environment and labour practices,” said Sabrina Vigilante, director of markets for the Rainforest Alliance sustainable agriculture program. “The Rainforest Alliance, along with brands such as Naked Juice and the consumers they serve, are helping to ensure that the resources we depend on today will be here far into the future.”

The Naked Juice story began in 1983 when a young man delighted thirsty beachgoers by serving his juices towel-to-towel on the beaches of Santa Monica, California. Rising early to seek out only the freshest fruits and vegetables in the produce markets of Los Angeles, he home-squeezed and blended his creations before heading to the beach with his juices and a backpack full of ice. His efforts brought forth raving reviews.

Launched in the UK in September 2007, Naked Juice is available in Waitrose, Wholefoods and Starbucks stores nationwide, Naked Juice has a RRP of £2.30 for a 450ml bottle.

Other flavours available include: *Green Machine, Berry Tasty, Blue Machine and Mighty Mango.*

For more information on Naked Juice, please visit [www.nakedjuice.co.uk](http://www.nakedjuice.co.uk)

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### **Notes to Editors**

< The Rainforest Alliance, an international nonprofit conservation organisation, works with people whose livelihoods depend on the land, helping them transform the way they grow food, harvest wood and host travelers. Rainforest Alliance Certified™ crops include coffee, cocoa, tea, bananas and many other tropical fruits. For more information, visit [www.rainforest-alliance.org](http://www.rainforest-alliance.org).

< Certification from the Rainforest Alliance is earned only by farms that meet a range of Environmental, Social and Economic criteria including the following:

- Environmental – Growing products in a way that protects the environment by:
  - Reducing water pollution and soil erosion
  - Protecting wildlife habitats
  - Decreasing waste and water use
- Social – Improving conditions for agricultural workers by:
  - Providing safe work areas and clean drinking water
  - Offering decent wages
  - Creating decent housing and living conditions
  - Providing access for workers and families to health care, and access to schools for farmworkers' children.
- Economic – Implementing better business practices by:
  - Providing tools and training to increase efficiency

- Limiting the use of pesticides
- Maximising natural resources in a sustainable manner