



WESTROCK
COFFEE

Real Roots: A More Accessible Path to Sustainable Coffee

A Cost-Effective Solution for C-Stores and Distributors Seeking Ethical and Responsible Sourcing

10k+

technical service visits to farmers in 2023

18

origins provide Real Roots coffee

Situation

Top U.S. C-store and distribution brands needed a coffee option that upheld with primary social and environmental requirements at a lower price than certifications. Sustainable supply and brand protection at a lower price required new type of supply chain that required less auditing and more targeted farmer support.

Solution

We created Real Roots™ with supply chain partners who take a zero-tolerance approach to unacceptable social and environmental issues while providing farmers basic sustainability assistance services at an approachable premium cost.

Result

- Real Roots™ coffee available from 18 origins
- 10,000+ technical service visits to farmers in 2023
- Historically lower sustainability premiums than certifications

