



**WESTROCK**  
COFFEE

# Raíz Sustainability: A Pathway to Ethical and Scalable Coffee Sourcing

A Comprehensive Solution for QSRs Seeking Sustainable, Transparent, and Impactful Coffee

## Situation

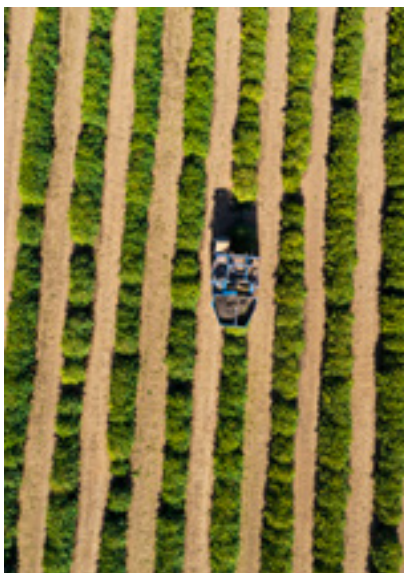
A top QSR needed a pathway to 100% sustainably sourced coffee that 1). Met international standards for environmental protection, human rights, and audited ethical assurance; 2). Created supply chain and pricing flexibility; and 3). Created an authentic brand story.

## Solution

We created Raíz Sustainability™, an inclusive sustainable sourcing solution that provides farmers with the services they need to thrive and customers with a transparent, scalable, and unparalleled sustainable coffee program. Raíz is backed by a compliance standard that is written and audited by third parties to be on par with other certifications while elevating farmer-to-customer connection.

6

Origins with the ability to expand



## Result

**SCALABLE:** Raíz spans 6 origins with the ability to expand with our customers

**FLEXIBLE:** Can be used interchangeably with certifications to give customers supply chain flexibility

**PREMIUM COST SECURITY:** Sustainability premiums are transparent and capped, so customers are sure their dollars are invested exactly where they are most impactful.