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## **Alter Eco Launches Revolutionary New Quinoa Pouches Made from Compostable Materials**

*Leader in Full-Circle Sustainability Innovates First-Ever Non-GMO, Plant-Based Packaging Made from Compostable Materials for a Better Planet*

**SAN FRANCISCO, CALIF. (Jan. 15, 2016)** – [Alter Eco](#)®, pioneer of globally crafted foods with full-circle sustainability, today announced the launch of its groundbreaking stand-up quinoa pouches made from compostable materials. Produced to help reduce the more than 17 percent of plastic landfill materials in the United States, the innovative and patent pending pouches made from compostable materials are made from birch and eucalyptus wood pulp, non-GMO corn and printed with non-toxic ink, and are the first non-GMO and plant-based pouches available nationwide. The new pouches replace previous packaging for the brand’s popular organic Royal heirloom quinoa products, including Rainbow, Pearl, Red, and Black.

“Sustainability is the core of our business, and as a leader in the space we’ve worked tirelessly to pioneer the first pouch made with compostable materials that will truly revolutionize the food industry,” said Mathieu Senard, co-founder and co-CEO of Alter Eco. “We’re thrilled to be at the forefront of eco-friendly packaging, and our new pouches give consumers a more sustainable option that doesn’t negatively impact our planet, all with the same convenience of existing food pouches. We’re hopeful that this necessary, good-for-the-planet innovation will encourage other brands to follow suit.”

The move was made following growing consumer demand for stand-up pouches, which is projected to reach 24 billion pouches by 2018. Current pouches on the market are made with multiple layers of plastic, few of which are recyclable and none that are compostable or sustainable.

The Gone4Good™ pouch is the first stand-up pouch made from renewable, plant-based, non-GMO compostable materials. We're calling it Gone4Good™ because it goes back to where it came from when its useful life is over.

Hand-cultivated on small family farms in the Bolivia Altiplano, Alter Eco’s organic Royal heirloom quinoa is the first Fair Trade Certified quinoa on the market since 2004. Like all Alter Eco products, the quinoa is USDA Organic, Fair Trade Certified, Carbon Neutral Certified, Non-GMO Project Verified, Certified Gluten-Free and Kosher. Alter Eco organic Royal heirloom quinoa (SRP \$6.49-7.49/12 oz. pouch) is available nationwide at major natural food retailers. For more information about Alter Eco and the global impact of its products, please visit [www.alterecofoods.com](http://www.alterecofoods.com).

## **About Alter Eco**

Alter Eco is a pioneer of globally crafted organic foods, including delicious Swiss-made chocolate bars and truffles, Bolivian Royal heirloom quinoa, heirloom Thai rice and Mascobado cane sugar. All Alter Eco products are USDA Certified Organic, Fair Trade Certified, Carbon Neutral Certified, Non-GMO Project Verified and Certified Gluten-Free. Recognized as a top certified Benefit Corporation and one of the first registered Public Benefit Corporations, Alter Eco is dedicated to full-circle sustainability throughout its operations and supply chain through four pillars: sourcing using Fair Trade principles, producing of only organic and non-GMO foods, creating minimal waste by working towards 100 percent compostable packaging, and in-setting carbon emissions by means of large-scale reforestation programs in the cooperatives that produce its crops. These principals are entwined with Alter Eco's commitment to the highest quality ingredients and taste in all its products. More information is available at [www.alterecofoods.com](http://www.alterecofoods.com). Follow Alter Eco via [Facebook](#), [Twitter](#) and [Pinterest](#) and [Instagram](#).

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