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**Alter Eco Showcases Revolutionary New Gone4Good™ Pouches
at 2016 Natural Products Expo West**

*Leader in Full-Circle Sustainability Innovates First-Ever Plant-Based
Quinoa Packaging Made with Compostable Materials*

SAN FRANCISCO, CALIF. (March 8, 2016) – [Alter Eco](#)®, pioneer of globally crafted foods with full-circle sustainability, will showcase its groundbreaking and first-ever laminated [Gone4Good](#)™ stand-up quinoa pouches made with plant-based and compostable materials at 2016 Natural Products Expo West. A finalist of the show’s NEXTY Awards in the Best New Packaging category, the revolutionary patent-pending pouch was produced to help reduce the 17 billion plastic pouches in 2013 that ended up in landfills in the United States. Made from birch and eucalyptus wood pulp, non-GMO corn and printed with non-toxic ink, the new pouches replace previous packaging for the brand’s popular organic Royal heirloom quinoa products, including Rainbow, Pearl, Red, and Black, and hit store shelves in January 2016.

Located at **booth #3112**, Expo West attendees are invited to learn more about the new packaging, the mounting environment impact of plastic pouches, and how Alter Eco is pioneering a change with a more sustainable packaging solution. Attendees are also invited to take part in a Zero Waste event hosted in partnership with renowned Zero Waste advocate and blogger of [Trash is for Tossers](#), Lauren Singer, on Saturday, March 12 from 2:00-4:00 p.m.

“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 disappears within three to six months based on Alter Eco’s observations.

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, or visit www.gone4good.com for more about the brand's sustainable packaging solutions.

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. Follow Alter Eco via [Facebook](#), [Twitter](#) and [Pinterest](#) and [Instagram](#).

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