

La Colombe Torrefaction Makes First of Its Kind Charitable Alliance with Leonardo DiCaprio & The Leonardo DiCaprio Foundation

One-Hundred Percent of All Net Profits Donated to Environmental Charities Supported by The Leonardo DiCaprio Foundation

February 1, 2012, Philadelphia, PA — Acclaimed coffee roaster, La Colombe Torrefaction, today announced a charitable partnership with the Leonardo DiCaprio Foundation and its initiatives to create a new, ultra high-end coffee line, LYON. Under the partnership, one-hundred percent of the net profits from the sale of LYON will be donated to environmental charities supported by the Leonardo DiCaprio Foundation, a component fund of CCF Environmental and Humanitarian Causes.

“Raising awareness on the most pressing environmental issues of our time is more important than ever,” said Leonardo DiCaprio. “I am thrilled to be a part of this new project with La Colombe that will help aid the shift to a truly sustainable future for the planet and its inhabitants.”

“Coffee employs over 100 million people worldwide, most of which is slash and burn and sold cheaply,” said Todd Carmichael, CEO and Co-Founder of La Colombe. “Sustainable coffee – specifically, coffee that is traded above fair prices and grown using earth conscious methods – not only adds much needed global biodiversity, but provides support for millions of families and communities in the developing world. The impact we are having in Haiti alone, just to bring this coffee to market, has changed the lives of thousands of peasant farmers, as well as the landscape of the country. We are excited to be working with and supporting The Leonardo DiCaprio Foundation and find it, as well as its namesake, uniquely qualified to carry out our hope, to make our planet a better place.”

“La Colombe’s commitment to pushing the envelope in environmental and social ethics makes the company unique,” said Alex Morgan, business development manager for the sustainable agriculture division of the Rainforest Alliance. “There are a number of coffee companies that take either quality or sustainability seriously, but they don’t necessarily combine the two of them. We commend La Colombe for promoting transparency throughout its supply chain, and for committing itself to this approach.”

LYON will be available for sale beginning February 1st in select Williams Sonoma stores nationwide, La Colombe Cafes, select Whole Foods and online at www.lacolombe.com. With their purchase, consumers will make a significant impact on projects that defend lands and oceans, clean water, help endangered species, aid disaster relief and support alternative and green energy efforts.

Velvety, nectar like and sweet, LYON is an extraordinary coffee with a cause, a masterpiece of taste achieved by blending directly sourced and sustainably grown coffees from the mountains of Haiti, Peru, Ethiopia, and Brazil.

About the Leonardo DiCaprio Foundation

Established in 1998 by Leonardo and his family, the foundation supports efforts to secure a sustainable future for our planet and all of its inhabitants. The foundation works on a variety of environmental and humanitarian issues including Wildlife Protection, Forest Preservation, Healthy Oceans, Water Access, Disaster Relief and Climate Change.

The Foundation works in close partnerships with some of the most effective organizations including the Natural Resources Defense Council and World Wildlife Fund. In 2010, Leonardo partnered with the WWF to develop a campaign aimed at raising awareness and response to protect wild tigers from extinction. Visit www.SaveTigersNow.org, the campaign website to learn more.

Some of the media projects spearheaded by the Foundation include the LeonardoDiCaprio.com/org website which highlights environmental causes, short online films ‘Water Planet’ and ‘Global Warning’, and the 2007 feature length documentary 11th Hour, which highlights over 50 of the world’s visionary leaders on the environmental issues we face and the exciting solutions that can save us.



For more information contact:
La Colombe Torrefaction, Inc. 2620 E Tioga Street Philadelphia, Pa 19134
1 800 563 0860 - generalcontact@lacolombe.net