



**Gloria Jean's**<sup>®</sup>  
**COFFEES**

**National Packaging  
Covenant**

**Action Plan 2007-2009**

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## **Gloria Jean's Coffees Commitment**

Gloria Jean's Coffees is committed to ensuring its environmental responsibilities are of the utmost importance to all its Franchise Partners, Employees and other key stakeholders. Respecting and protecting the environment as part of a wider social responsibility is a key pillar within our business.

As part of a broader commitment to the environment, the company has committed itself to the National Packaging Covenant and the initiatives contained therein. As stewards of the environment we recognise:

- The need to reduce packaging globally.
- The need to better manage packaging through the supply chain via activities such as recycling and reuse.
- The importance of packaging in providing fresh and safe product to the end consumer and hence the need to find balanced and practical solutions to reduce waste.

With these things in mind we have developed our 2007-2009 National Packaging Covenant Action Plan. The plan is based on the principles of product stewardship as outlined in the National Packaging Covenant.

This action plans has the full endorsement and support of the Board and Senior Leadership Team of Gloria Jean's Coffees.



Ian Martin  
Group CEO  
Gloria Jean's Coffees International

## **Company Information**

Gloria Jean's Coffees is a privately owned and operated Australian company. Since opening its first coffee house in Australia in 1996, Gloria Jean's Coffees has experienced exponential growth, becoming the largest specialty coffee retailer and one of the fastest growing franchise organisations in Australia.

Since January 2005, the company has held the international master franchise brand and roasting rights globally. Through 635 coffee houses in 25 countries including 420 in Australia, Gloria Jean's Coffees sells hand crafted espresso coffee drinks, signature espresso based cold drinks, a range of blended and estate whole bean coffees and specialty teas, along with pastries and coffee accessories.

As makers of quality handmade coffee, from bean to cup, we pride ourselves in the following:

- We only buy the highest quality Arabica whole bean coffee that is hand picked and sorted
- All roasting is done locally; meaning our proprietary roasts and blends are fresh to market
- All our baristas are professionally trained with a world class, accredited Barista Training programme
- We are a company with a social conscience, proudly supporting our coffee farmers through Rainforest Alliance, sponsoring coffee farming children in Brazil and numerous local community initiatives

Each Gloria Jean's Coffees store is independently owned and operated by a local franchise partner and the brand employs over six thousand people in Australia.

## **Gloria Jean's Coffees Vision, Mission and Values**

### **Vision**

To be the most loved and respected coffee company in the world.

### **Mission**

Gloria Jean's Coffees is committed to building a unified family, consistently serving the highest quality coffee and providing outstanding personalised service in a vibrant store atmosphere.

### **Values**

At Gloria Jean's Coffees, our values are simple:

- We demonstrate a commitment to excellence and innovation in everything we do
- Our partnerships are based on integrity and trust
- We believe in people, building and changing lives
- We foster a culture of joy and passion throughout our company.

### **Support Office Locations**

	<b>Address</b>	<b>Numbers</b>
<b>National Support Office</b>	11 Hoyle Ave Castle Hill NSW 2153	Ph: (02) 9894 2177 Fax: (02) 9894 2210
<b>Victorian State Office</b>	Level 4 424 St Kilda Rd Melbourne VIC 3001	Ph: (03) 8866 5500 Fax: (03) 8866 5599
<b>Queensland State Office</b>	Building 1 Garden City Office Park 2404 Logan Rd Eight Mile Plains QLD 4113	Ph: (07) 3423 6100 Fax: (07) 3423 6199

## **Company Contact Details**

For all matters pertaining to the National Packaging Covenant, the primary contacts within Gloria Jean's Coffees are:

Mr. Chris Muir  
Global Supply Chain Manager  
Phone: (02) 9846 0307  
Fax: (02) 9894 0999  
E-Mail: [chrism@gloriajeanscoffees.com.au](mailto:chrism@gloriajeanscoffees.com.au)

Mr. Malcolm Bible  
Logistics Manager  
Phone: (02) 8853 0608  
Fax: (02) 9659 6116  
E-Mail: [malcolmb@gloriajeanscoffees.com.au](mailto:malcolmb@gloriajeanscoffees.com.au)

## **Australian Store Locations**

As of the 30<sup>th</sup> November 2007, the number of Gloria Jean's Coffees stores in Australia is as follows:

<b>State/Territory</b>	<b>Number of Stores</b>
NSW	188
QLD	89
VIC	85
SA	18
TAS	6
WA	25
ACT	7
NT	3
TOTAL	421

## **Gloria Jean's Coffees Role In The Packaging Supply Chain**

As a brand owner and distributor, Gloria Jean's Coffees is responsible for procuring and distributing a range of products to our 420 retail outlets nationally.

The majority of products used within Gloria Jean's Coffees stores are sourced via the National Support Office in Sydney.

Products are sourced from global suppliers by a team of procurement specialists. Suppliers must demonstrate a commitment to quality, food safety and innovation before being added to our approved supplier list.

We believe in building partnerships with our suppliers to ensure a fruitful long term relationship, a key ingredient in these relationships is the creation of a continuous improvement philosophy. By working closely with our suppliers we are able to improve quality and reduce waste and inefficiency. Our suppliers play a critical role in helping us achieve our environmental goals, in particular the reduction of packaging materials. As an example, we recently worked with a major supplier to develop a recyclable double walled paper cup to replace a less environmentally friendly and inferior quality product.

As outlined in our action plan, we will continue to work closely with all our suppliers to ensure they are aligned with Gloria Jean's Coffees commitment to reduce packaging waste.

All product supplied by the National Support Office to Gloria Jean's Coffees stores are distributed nationally through a Sydney third party warehouse provider. Deliveries are made via our nationally freight partner, the Toll Group.

Distribution Packaging is an important component of our total packaging mix. We are constantly working with our logistics providers in reviewing the nature of both the primary and secondary packaging used to protect and stabilise our freight. The aim is to reduce or reuse secondary packaging where possible.

**Gloria Jean's Coffees – National Packaging Covenant Action Plan 2007- 2009**

**Annex A**

<b>Product Stewardship Category</b>	<b>Objective/Commitment</b>	<b>Action</b>	<b>Responsibility</b>	<b>KPI's</b>	<b>Target Date</b>
<b>Design</b>	Review all existing packaging and highlight opportunities to reduce waste. Target a 2% reduction in total packaging supplied to each store.	Meet with each supplier and review packaging for each product group. Focus on: <ul style="list-style-type: none"> <li>• Simplifying packaging where possible</li> <li>• Appropriateness of packaging</li> <li>• Increase use of recyclable materials</li> </ul>	Purchasing	1,3,4,6 & 22	November 2009
<b>Design</b>	Incorporate NPC requirements into new product development	Carry out training with product development/commercial to ensure they are abreast with NPC requirements.  Review process for new product development, in particular packaging specifications.  Build NPC requirements into product development process.	Supply Chain  Supply Chain/Product Development  Product Development	1,3,4,6 & 22	July 2008  August 2008  November 2008
<b>Distribution</b>	Reduce Secondary Packaging waste. Target a 2% reduction in total packaging supplied to each store by Nov 2009.	Review shipping carton return and reuse for Sydney metro area  Review carton utilization for mixed product and ensure maximisation of mixed carton	Logistics  Logistics	16 & 21	March 2008  March 2008

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<b>Distribution (continued)</b>		Review pallet policy/process to ensure recyclable timber and pallet pooling systems are optimised	Logistics	16 & 21	March 2008
		Review stretch wrap usage to ensure waste is minimised	Logistics		July 2008
		Review daily pick-up by recycler at each store for all recyclable packaging	Logistics		July 2008
<b>Disposal</b>	Ensure safe and easy disposal of packaging materials	Review in store recyclable bins for post consumer rubbish to avoid recyclable materials going to general landfill.	Operations	16 & 21	January 2009
		Audit store access to recycling facilities (dumpster bins etc) for distribution packaging.	Operations		January 2009
<b>Research</b>	Keep up to date on development in packaging area and develop robust measuring systems	Capture annual packaging volumes and report to NPC, report progress against action plan.	Supply Chain	22,27,28 & 29	Annually (Ongoing) 2007-2009
		Review market trends in packaging, in particular environmentally friendly developments, look at alternative options.	Marketing/ Purchasing/Product Development		Quarterly (Ongoing) 2007-2009
		Identify packaging material origin and recycled content.	Purchasing		July 2008

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<b>Market Development</b>	Expand markets for recyclable materials. Increase % of packaging sent to recycling by 5%	As per design above, ensure new product development is based on ECoPP. Increase use of recyclable materials in packaging.	Product Development/ Purchasing	22 & 26	November 2009
<b>Labeling</b>	Ensure accurate labeling on packaging to encourage recycling	Audit current packaging for conformance and understand gap.  Develop and implement labeling requirements with suppliers that do not conform.	Purchasing  Purchasing	22	July 2008  November 2008
<b>Education</b>	Clearly communicate with Employees, Franchise Partners and Customers our environmental stance	Develop a 'reduce, reuse and recycle' culture through our business via: <ul style="list-style-type: none"> <li>• Monthly staff updates</li> <li>• Franchisee Partner Committee</li> <li>• Franchisee Partner Workshops</li> <li>• Appropriate labeling on packaging for end consumers</li> </ul>	Senior Management	6, 21 & 22	Ongoing 2007-2009
<b>Wholesaling and Retailing</b>	Reduce waste generated through POS, promotion and retail sales	Review current promo/marketing material and assess appropriateness and ability to recycle.  Review packaging of retail sales items (coffee, merchandise etc) and reduce waste and increase recycle content	Marketing  Marketing	6, 21 & 22	Nov 2008  Nov 2008