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Teccino: Our Social Responsibility

How Teccino's Maya Flavors are helping children and creating trade in Guatemala and Belize

SANTA BARBARA, CA. Teccino® Caffé, producer of Teccino Caffeine-free Herbal Coffees, has been creating new trade to preserve rainforests and help impoverished children since CEO Caroline MacDougall began working in Central America in the 1990s developing herbal ingredients. Now Teccino donates one percent of its profits from its Maya Herbal Coffees to help women and children in the region.

One organization that Teccino donates to is Vitamin Angels. Vitamin Angels (<http://www.VitaminAngels.org>) reduces instances of childhood blindness and mortality worldwide by connecting essential micronutrients with infants and children under five. Money raised through the sale of Teccino's Maya flavors are donated to Vitamin Angels and used to reach children in Maya communities of Belize and Guatemala with twice a year vitamin A and deworming medicine.

Howard Schiffer, founder and president of Vitamin Angels said: "We are so pleased to see Teccino working closely with Vitamin Angels to get the much needed vitamins to these children in Belize. We are thrilled that Caroline is working with us to give them the gift of health."

Teccino also gives money to *The Equilibrium Fund* – www.theequilibriumfund.com - an organization that educates Guatemalan women about harvesting and consuming ramon nuts – a traditional food of the Maya civilization that is featured in Teccino's Maya flavors. By harvesting the nuts, the women have access to a highly nutritious food for their families and can export their nuts for income. "The creation of new trade that goes beyond fair trade is extremely important to us at Teccino," says Caroline MacDougall. "By being able to harvest ramon nuts, the people in the villages have a viable income source plus a free food for their families."

The creation of Teccino was originally inspired by Caroline MacDougall's work with communities in Central American rainforests to develop markets for sustainably harvested ingredients that would provide income compatible with rainforest preservation.

Teccino Herbal Coffee is the top selling brand of coffee alternatives in the US. Teccino Maya Herbal Coffees come in three flavors - Caffé, Chai and Chocolaté priced at \$8.99 for an 11 oz foil bag. It is distributed nationwide in natural food and specialty grocery stores. For more information about Teccino, images, or samples, please contact Elizabeth at (213) 841-1920 or by email Elizabeth@teccino.com. Or visit www.teccino.com. For more information on Vitamin Angels 20/20 Project go to http://www.vitaminangels.org/menu/media/downloads/general_toolkit/operation2020.pdf

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