

SECOND CUP COFFEE CO™ ANNOUNCES A MOVE TO CLEAN LABEL BEVERAGES
*Clean Label beverages contain no artificial colours or flavours, no preservatives
and no high fructose corn syrup*

January 4, 2018 [Toronto, ON] - Canadians aren't the only ones making a shift to "clean living" this new year. Second Cup Coffee Co. today announced a move to Clean Label beverages, with a commitment to eliminate artificial colours and flavours, preservatives and high fructose corn syrup from all beverages on the menu.

As of today, 25 beverages achieve the "Clean Label" standard, representing 70% of the chain's beverage menu. This includes non-flavoured brewed coffee, Lattes, Cappuccinos and Smoothies, as well as many of Second Cup's signature products, such as the iconic Hot Chocolate and White Hot Chocolate, Vanilla Bean Latte and Moccaccino. The company has been quietly testing the menu changes for months to ensure that the reformulation does not change the great taste of the beverages.

"We know that Canadian consumers are making more informed food choices. They care about what's in their food and drinks, and they're looking for options they can feel good about," said Garry Macdonald, President & CEO, Second Cup. "We're proud to be leading the Canadian coffee market in a move to Clean Label beverages. At Second Cup, we're on a continual mission to provide the most premium and innovative coffee experience in the country - and we believe that this is an important step in that journey."

In addition to its commitment to Clean Label, all coffee served at Second Cup is third party certified to be grown, harvested and processed in a socially and environmentally responsible manner. Second Cup coffees are Rainforest Alliance Certified, Fair Trade Certified and/or Certified Organic.

Products that meet the Clean Label standard will be marked with a unique symbol on Second Cup's menu boards. Customers can also visit secondcup.com for a full list of Clean Label products.

About The Second Cup Ltd.

Second Cup Coffee Co. is owned by Second Cup Ltd. Founded in 1975, The Second Cup Ltd. is proud to be the only national Canadian specialty coffee retailer, operating over 290 franchised and company owned cafes in Canada. The company's vision is to be the Canadian specialty coffee brand of choice across Canada, committed to superior quality, innovation and profitable growth. For more information, please visit www.secondcup.com or find the company on Instagram, Facebook and Twitter.

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