



# Does Your Coffee Do More?

Join the campaign September 27<sup>th</sup> – October 1<sup>st</sup> to highlight your local grocery store's or campuses Fair Trade coffee offerings and for a chance to win a 6-month supply of Fair Trade Certified coffee!

This year, in the lead up to Int'l Coffee Day (October 1<sup>st</sup>), Fair Trade USA and Fair Trade Campaigns are running the "Does Your Coffee Do More?" giveaway, to highlight and celebrate Fair Trade coffee. The giveaway will run September 27<sup>th</sup> – October 1<sup>st</sup> and five lucky people will win a 6-month supply of Fair Trade coffee! We're encouraging our advocates to use the campaign to highlight the accessibility and affordability of private label Fair Trade coffee at your local grocery store and on your college/university campus.

## How to Participate:

- Between September 27<sup>th</sup> and October 1<sup>st</sup>, head to your local grocery store (OR order grocery delivery), one of the below retailers, your kitchen, or your campus dining venues to find Fair Trade Certified coffee (particularly private label from below list of retailers if possible), taking necessary COVID-19 precautions
- **Snap a photo (or video!\*) and post to social media (Facebook or Instagram)** with a caption including the tags for the retailer/campus dining and @fairtradecertified as well as #MyCoffeeDoesMore:
  - **EX:** #MyCoffeeDoesMore at @\_\_\_\_\_, @fairtradecertified
  - **EX:** Thanks @ \_\_\_\_\_ for making sure my #MyCoffeeDoesMore, @fairtradecertified

### Private label brands to highlight in photos:

- Simple Truth & Private Selection by Kroger
- Gold Emblem by CVS
- O Organics by Albertsons/Safeway
- Archer Farms, Good & Gather by Target
- 365 by Whole Foods
- Member's Mark & Sam's Choice by Sam's Club

### Examples:



### Questions?

Contact Fair Trade Campaigns Senior Manager Kylie Nealis ([kylie@fairtradecampaigns.org](mailto:kylie@fairtradecampaigns.org))