



Press release  
For immediate release

## AU PAIN DORÉ AND BRIOCHE DORÉE PARTNERING WITH TREE CANADA WORKING TOWARD A GREENER FUTURE, ONE CUP AT A TIME!

**MONTREAL**, November 20, 2019 – Café-bakeries Au Pain Doré and Brioche Dorée are launching their new eco-friendly cups—and for every cup sold, Tree Canada will plant a tree! This initiative is in line with various actions already in place with the goal of reducing their ecological footprint and raising consumer awareness about reusable cups.

“We’re very excited to be working with Tree Canada and helping reduce the number of cups discarded while ensuring more trees are planted. It’s high time that we take action! Of **1.6 billion** single-use cups, **only 0.25% are recycled**,” says Christine Verneuil, Director of Marketing and Operations for Au Pain Doré and Brioche Dorée. “The environment is at the heart of our concerns and we are taking concrete measures that will directly reduce waste. Our partnership with Tree Canada is a step toward ensuring a greener, healthier environment for future generations.”

### 1 CUP SOLD = 1 TREE PLANTED

Starting this fall, consumers can buy the reusable cups in all Au Pain Doré and Brioche Dorée locations in Quebec and Ontario. One-hundred percent of the profits from the sale of these cups will go to Tree Canada, whose primary mission is to bolster Canada’s urban forests and inspire people to participate in, and advocate for, community greening.



*“82% of Canadians live in urban areas. Trees are important to our communities, our environment, our well-being and our future! [...] Eighty million trees have been planted in rural and urban areas since our founding in 1992,” says Danielle St-Aubin, CEO at Tree Canada. “This partnership with Au Pain Doré and Brioche Dorée is a great opportunity to raise public awareness about community tree planting and greening. We are very pleased to be working with a company that shares our values.”*

### TURN OVER A NEW LEAF, ONE CUP AT A TIME!

Drawing much of its inspiration from Tree Canada’s mission and Canadian culture, the company is offering three eco-friendly cups. These three unique cups feature distinctive slick pattern, maple leaf and elegant white birch bark designs.

- Made from recycled bamboo fibres, cornstarch and resin
- Lid and sleeve made from latex-free, food grade silicone.
- Manufactured in an ISO 9001-certified factory
- Price: \$14.95

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[aupaindore.com](http://aupaindore.com) | [briochedoree.com](http://briochedoree.com)



## ABOUT AU PAIN DORÉ

The Au Pain Doré bakeries have been a part of the Montreal food scene for more than 60 years. The original bakery on Marquette Street quickly earned a reputation for excellence, drawing a highly esteemed clientele of hoteliers and restaurateurs. The bakery was so successful that it had to expand and relocate its head office to Hochelaga-Maisonneuve in 1997. Spurred by this growth, Au Pain Doré created the public bakery counter concept. Today, Au Pain Doré runs seven neighbourhood bakeries and has a variety of traditional French breads and pastries available in grocery stores.

## ABOUT BRIOCHE DORÉE

Brioche Dorée was founded in 1976, in Brest, France. Throughout the years, the brand quickly gained acclaim with its unique combination of Parisian café style and urban French cuisine. The concept of freshly baked, homemade products with quick service successfully spread through France first, then Europe and now in Canada for over 10 years. With 40 years of experience, Brioche Dorée is today an internationally recognized brand and the world's leading French-style fast food chain, present in the largest cities. Today, Brioche Dorée represents 14 Café-bakeries across Canada.

## ABOUT TREE CANADA

Tree Canada is a national non-profit organization dedicated to helping healthier environments take root by engaging corporations, governments, municipalities and individuals in the pursuit of greening Canadian communities and reforesting zones across the country through planting and maintaining trees. Since 1992, the organization has planted more than 82 million trees and greened more than 660 schoolyards.

**For more information or any other media enquiries, please contact:**

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Turn  
over  
a new  
leaf



one cup  
at a time

#### COVER AND SLEEVE

- Lid and sleeve made from latex-free, food grade silicone.

#### CUP

- Manufactured in an ISO 9001-certified factory.
- Made with bamboo fibre
  - + Corn starch
  - + Resin binder

#### BAMBOO

- Reclaimed from chopsticks' production residues.
- Grown in a 600,000 hectares sustainable managed forest.



PRICE  
\$14.95

1 CUP = 1 TREE  
SOLD = PLANTED

100% OF PROFITS FROM THE SALE OF THE CUPS GOES TO TREE CANADA

Available as of December while supplies last at Au Pain Doré and Brioche Dorée cafés.

