



CLIENT CASE STUDY: **Penningtons Tea and Coffee**

*Battling single-use
plastic packaging and
setting up a solar-powered
coffee roaster*

Penningtons founded their award-winning tea and coffee business in 2018 in Kendal. The Lake District isn't ideal coffee and tea growing country, so they can't avoid looking overseas for green beans and teas; however, they invest in quality and only source 'specialty grade' coffee. Penningtons try to make a difference where possible: they have cut the carbon emissions from their roasting operations by buying green energy to power their roastery and lighting system. They have also changed all lighting in the roastery to LED, which is more efficient, greener, and cheaper to run.

The biggest challenge for coffee roasters and tea merchants is single-use plastic. Most bags and pouches used today are made of multiple layers of plastics that make recycling impossible. Penningtons' packaging is made of a single recyclable material, accepted as part of house refuse collections - this means customers can recycle all their bags. They have even stopped printing the bags to prevent contamination during the recycling process. Penningtons' tea bags are plastic-free and biodegradable. Their tea bag wrappers and boxes are recyclable, as are their clear stand-up pouches. Their coffee pods are home compostable, and the box they are packed in is fully recyclable.

Penningtons deliver the majority of their wholesale customers' coffee, and all coffee to their cafes, by hand in their zero-emission vehicle, encouraging customers to recycle the delivery box or hand it back to them. More than 80% of their team walks or cycles to work, and the roastery is fitted with an electric vehicle charging point.

Over 95% of the waste produced at the roastery is recycled: coffee chaff is offered as a fertilizer and pallets are upcycled. Some coffee bags have been made into cushions, and others get a second life in local primary school sack races!

Through the W&F Green Enterprise Hub, Penningtons received a grant towards solar panels, which were installed in April 2024 and have already reduced their electricity bills by two-thirds. They have also enlisted Tim Maiden to carry out a carbon footprint audit, which will provide a valuable metric to measure their progress.

SERVICES ACCESSED:

- Grant for Solar PV installation.
- Subsidised Environmental Management planning and Carbon Audit with Tim Maiden of Green Small Business.

"In July 2024, we secured a grant to purchase an electric roaster. This means we can harness energy from the solar panels to power the roaster, possibly making us the greenest roaster in the UK. The new kit will produce 30% extra in the same roasting time ... we will not be using gas so our bills will reduce by £800 per month."

**Gina Pennington,
Penningtons Tea and Coffee**

If you're looking for advice and support to save money, connect with your audience and make the world a better place for us all, book a helpdesk call through the W&F Green Enterprise Hub today.