



# Press Release

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**MEDIA ALERT: FOR IMMEDIATE RELEASE**

**THE ALLIANCE FOR THE CHESAPEAKE BAY RECOGNIZES  
MOBJACK BAY COFFEE ROASTERS  
AS A *BUSINESSES FOR THE BAY* GOLD MEMBER**

(Annapolis, MD – August 7, 2017) – The Alliance for the Chesapeake Bay recognizes Mobjack Bay Coffee Roasters as a *Businesses for the Bay* Gold Member. Mobjack Bay Coffee Roasters joins a growing partnership of large and small businesses in the Chesapeake Bay watershed that are undertaking voluntary actions to improve the health of the Chesapeake Bay and its watershed, rivers, and streams.

The *Businesses for the Bay* membership association provides a network for its Members to share strategies and successes with other businesses and governmental and non-profit Networking Partners, as well as opportunities to engage employees in environmental efforts, and receive recognition for the valuable role each Member is taking to help improve the environment. As a Gold Member, the Alliance recognizes Mobjack Bay Coffee Roasters for its commitment to Chesapeake Bay protection and restoration.

[Mobjack Bay Coffee Roasters](#) was born in Virginia in 2007 and remains a family business, lovingly cultivated by owners, Celeste and Jo Gucanac. They roast high quality, socially responsible coffees, both source certified organic and conventional, Fair Trade or Rainforest Alliance certified. Celeste and Jo, along with their three children, have spent many days in the tributary waters that feed the Chesapeake Bay and on the Bay itself. Mobjack Bay Coffee Roasters remains focused on living a life that embraces a love for the water, whether fishing with the tides or focusing on other responsibilities. A portion of every coffee bag sold [benefits Bay programs](#). This year, Mobjack Bay Coffee Roasters generously donated to the Alliance for the Chesapeake Bay's September 14, 2017 [Taste of the Chesapeake](#) Silent Auction.

Mobjack Bay Coffee Roasters walk the walk; their employees get their hands dirty, donating time and energy to local trash clean-ups, keeping trash out of our waterways. In fact, this initiative is so important to them that they close their shop so that all staff can participate in the local clean-ups. Their employees all maintain rain barrels at their homes that were given to them by their employer; this helps the

employees reduce stormwater runoff and save water on their own properties. The Mobjack Bay Coffee Roasters team plans to diversify the groups they partner with on their environmental projects and plant native plants, purchased from a local business, throughout their community.

In their shop, clients who bring their own container receive a discount; saving disposable packaging from the landfill. In addition, the shop only serves coffee and espresso in their washable mugs or customers' reusable travel mugs. They keep harmful chemicals out of our waterways by using only environmentally-friendly products for maintaining and cleaning their facilities and have plans to create and post educational signs to educate their customers about the importance of protecting the Chesapeake Bay and our local ecosystems. Their coffee roaster is equipped with an afterburner that helps reduce their impact on the environment and their coffee is sold in bags made of recycled materials.

Mobjack Bay Coffee Roasters also recycles everything possible, including their burlap coffee sacks that held their green beans. They are very innovative and make dog beds out of recycled water bottle polyfill and the burlap coffee sacks. They then donate those beds to local animal shelters!

“Mobjack Bay Coffee Roasters is proud to be a member of Businesses for the Bay and to support the overall mission of the Alliance for the Chesapeake Bay”, says Celeste Gucanac, Mobjack Bay Coffee Roasters Owner. “We are a family owned, Socially Responsible, high quality wholesale coffee roasting company proud to call Coastal Virginia home. We founded our company on the idea that not only do we care about the backyards of the plantations we purchase from, but we also care about taking care of our own backyard...the Chesapeake Bay. Following that ideal, we coordinate our own clean up projects, participate in events focusing on Bay clean up and education and we also give a portion of our profits to Bay restoration efforts. You really can make a difference with every cup you drink”.

Alliance for the Chesapeake Bay Business Partnerships Manager, Corinne Stephens, stated, “Through the Alliance’s *Businesses for the Bay* membership association, we help businesses to have a positive impact on Chesapeake Bay restoration, to expand their own sustainability programs, and to be recognized for their environmental successes.”

For more information about this *Businesses for the Bay* Gold Member, please visit our [Member Directory](#) or <http://businesses.allianceforthebay.org/member/mobjack-bay-coffee-roasters>.

### **About The Alliance for the Chesapeake Bay**

Founded in 1971, the Alliance for the Chesapeake Bay, with headquarters in Annapolis, MD and offices in Richmond, Virginia, and Harrisburg, Pennsylvania, works throughout the Bay watershed to lead, support and inspire local action and build partnerships with individuals, communities, governments, businesses and other groups to restore the Bay watershed and its forests, rivers and streams. For more information about the Alliance, visit: <http://allianceforthebay.org>

For more information about the Alliance for the Chesapeake Bay’s *Businesses for the Bay* membership association, please visit: <http://businesses.allianceforthebay.org> or [click here to read the 2016 \*Businesses for the Bay\* Annual Report](#).