



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 – January 22, 2019) – The Alliance for the Chesapeake Bay recognizes Mobjack Bay Coffee Roasters as a *Businesses for the Bay* Gold Member. Mobjack Bay Coffee Roasters renewed their membership with a growing partnership of large and small businesses in the Chesapeake Bay watershed that are undertaking voluntary actions to improve the health of our 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 is now located in Historic Yorktown Village with the Chesapeake Bay as their backdrop. It is lovingly cultivated by the owners, Celeste and Jo Gucanac. They roast exceptional quality, socially responsible coffees, both source certified organic and conventional, Fair Trade or Rainforest Alliance certified. Celeste and Jo, along with their three children, focus on living in a way that gives back to life around them. They embraced their love for American History by relocating, renovating, maintaining, and opening to the public the Cole Digges House circa 1720 in Yorktown National Historical Battlefield Park. They lead by example with their support of [Chesapeake Bay initiatives](#), and by giving a portion of profits to efforts that directly impact Bay restoration.

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 local clean-ups. They maintain rain barrels at their home; this helps reduce stormwater runoff and saves water on their own property. 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 (an estimated 1200 customers in 2018!); saving disposable packaging from the landfill. In addition, the shop uses washable mugs and cups made out of recycled materials, and encourages customers to bring their reusable mugs when coming for a take-out coffee. 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, including on the back label of all their coffee bags, 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!

Celeste Gucanac, Mobjack Bay Coffee Roasters Owner, noted, “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. We offer exceptional quality coffees that are roasted with careful attention to achieve the perfect experience. Our coffee is smooth, flavorful and for the true coffee lover. We believe you should drink coffee to love it! We care about the quality of our product, and we also care about our own backyard...the Chesapeake Bay. We coordinate our own clean-up projects, participate in events focusing on the Bay 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 our local environment, expand their sustainability programs, engage employees, and be recognized for their environmental successes.”

For more information about this *Businesses for the Bay* Gold Member, please visit our [Member Directory](#) or <https://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, Maryland and offices in Richmond, Virginia, and Lancaster, 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: allianceforthebay.org

For more information about the Alliance for the Chesapeake Bay’s *Businesses for the Bay* Membership Association, please visit: businesses.allianceforthebay.org.