Greetings from the Honest team! I think it is safe to say that 2020 was one for the record books across the globe. Early in the year, our team made the move from beloved Bethesda, Maryland where Honest was born, down to Coca-Cola's headquarters in Atlanta, Georgia. We welcomed new team members, fresh perspectives and a renewed sense of purpose for the integrity and future of the Honest brand…and then we were hit with a pandemic. As I sit here looking back on how our team and company came together in a time of crisis, I am in awe of the determination and resilience displayed throughout the year. While 2020 was difficult on so many levels, we never strayed from our commitment to delivering delicious, organic and Fair Trade Certified™ beverages to people around the world.

As society hit the pause button to weather the pandemic, the Honest brand also looked inward to re-focus our mission – how we could better get in touch with our brand, product and human truths to continue best serving our drinkers. We realized it is time to re-define our role in the tea space and defend our position as the original organic ready to drink tea. We will also be providing products that enhance and encourage your wellness journey no matter what stage you may be in. All the while, we will reassure our consumers that by choosing an Honest beverage, you are making a choice that impacts the health of our ecosystem and the workers in our supplier communities by buying our Fair Trade Certified teas.

To continue spreading our message, we have big plans ahead of us for the next few years. From exciting product launches to a reinvigorated visual identity, we intend to leave this world a little better than we found it with the great-tasting, organic beverages you know and love at the heart of it all. We will continue our current partnerships and build new ones that further our mission to support people, communities and the planet on this wellness journey Honest is committed to remain a guiding force in the organic space and a family favorite in your fridge.

Be Well and Honest,

Sabrina Tandon
General Manager, Honest Tea
OUR MISSION

Redefining Our Role for the Next Chapter of Growth

Wellness isn’t new, but people are building new relationships with wellness all the time. Whether they’re just starting out or looking to do more, people want a path to better.

“We invite them to the Honest® lifestyle: a lifestyle of creating healthier households, communities and our planet. By using fair trade ingredients and practices, we never stop looking for a better way.”

Progressively simple and responsibly sourced, we come with a clean label that can fill the fridge with pride. Just the kind of stuff you’d expect from a pioneer in organics. And because we were built on better, we are always looking for our next better. Today, that means closing the wellness gap. Because we believe that when more people embrace wellness, we secure the health of our planet and our lives on it for generations to come.

**Simplicity:** We love less. In a world of more, we find joy in less, beauty in less. Less brings us closer to who we are — it strips away the unnecessary and the superficial and lays bare the most essential and fundamental.

**Integrity:** We are nothing if not honest. We act with an integrity that few brands can match. We are honest even when it hurts, even if that means showing our failings — because our integrity matters more than perfection.

**Gratitude:** We are grateful. For the people who put our product in their bodies. For the farmers that help put that product in a bottle. For Mother Nature that gives us her best, so that we can deliver the best beverages possible.

Mission Statement & Pillars

Our mission remains the same but our role in the world is new and different. We want to close the wellness gap for the next generation. Through our four pillars that have stood the test of time.

- **Promoting Health & Wellness**
- **Reducing Our Environmental Footprint**
- **Creating Economic Opportunity**
- **Democratizing Organics**
SHIFTING FOCUS TO OUR PRODUCT & HUMAN TRUTH

OUR PRODUCT TRUTH

Honest Ingredients that fill the fridge with pride.

What We Mean

We’re honest about our ingredients. Clear and straightforward. We’re transparent about our mindful sourcing, making sure we have certified processes in our supply chain. We don’t add anything unnecessary or make unsubstantiated functional claims. Our products contain only what’s needed, no fuss.

Because of this, it’s clear that we are the more conscious choice. A choice that you can feel good about, knowing you’re making an active decision to promote health and wellness, better for the communities, better for the planet. So that you can pull us from the fridge with pride - whether that’s your household fridge or the cooler down the street - we’re a choice you can be proud of.

PROGRESSIVELY UNCOMPLICATED SOLUTIONS FOR THE GOOD OF YOUR BODY AND YOUR TASTEBUDS. We are not just uncomplicated; we are progressively uncomplicated. We will always bring the latest ingredients delivered in the simplest, purest form, so that you are only ever getting what you need for the wellness of your body and joy for your tastebuds. No more, no less.

ALWAYS RESPONSIBLY SOURCED AND FAIR TO FARMERS. Fairness and responsibility are core to who we are. And we apply that across our value chain with a sense of duty. We know it is up to us to hold our products to high standards and ensure everyone involved in realizing our vision is treated well.

FROM A PIONEER IN ORGANICS. We were the first organic tea. Ever. We paved the way for major changes in the industry, and it’s a mindset we won’t let go of. We live up to this title every day, by continuing to push ourselves.
One of the things that makes Honest Tea so special is the care we take to source quali-tea ingredients. Check out the latest version of our source map to see some of the communities where our ingredients come from.

**OUR FAIR TRADE IMPACT**

3,017,810.04 lb.s = $175,734.27 of cane sugar and tea back to the communities
We continue to support our partners in many ways, whether that’s tweeting about the How 2 Recycle® project or working with the Fair Trade® association to ensure we reinvest back into communities by providing things like clean water, schools, healthcare, and vital farming equipment.

In 2020, we added a “What Happens When Your Recycle Honest” landing page on our website that goes through the process of what happens after you throw away your empty Honest Tea or Honest Kids bottles, pouches, and juice boxes. This page highlights the importance of recycling and our partnerships with TerraCycle® and Tetra Pak®.

In 2021, our Honest Tea products will focus on expanding and strengthening the core of our business through a renewed focus on wellness. We will continue to regain strength as a leader in the category – both tea and sustainability. You can expect to see us exploring new ways to break through in the crowded organic tea space and emerging stronger with our sense of purpose in tact.

We’re committed to making more no-sugar options available to consumers, so this year we launched our classic “Just” Black Tea nationwide in recyclable plastic bottles.

In an ever-changing world, we’ve spent this year continuing to work to meet you where you are – online. You’ll be able to find us more on your favorite online shopping platforms ensuring the Honest brand you know and love will continue to be there to help you weather these crazy storms.
It was a big year for Honest Kids – we launched two new box flavors to tickle the tastebuds and sweeten up snacktime everywhere. As always, Honest Kids contains no added sugar while delivering all the taste for the whole family to enjoy. From a pioneer in Organics that never stops looking for a better way, you can always expect a juice drink made from honest ingredients that will fill your fridge with pride.

We maintained our spot as the #1 organic kids juice drink in the U.S. and took back share in an ever-growing space. And in 2020, as always, for the good of your body and your taste buds, we continue to be responsibly sourced.

As we look to the future, we’ll continue to pursue packaging that is good for the Earth as well as little one’s hands and maintain that Honest-ly good taste.

What’s Next in 2021?

A look at what’s to come – reclaiming our stake as the leader in organic by launching Honest Yerba Mate. Sourced from Fair Trade USA certified and USDA Organic yerba mate leaves, which grow naturally in the southern Brazilian forest without using any chemical fertilizers, insecticides or herbicides. Harvesting takes place only every two years allowing the plant to naturally regenerate and preserve nature’s balance. Below is some info on our supplier Triunfo, and attached are examples of how Triunfo is using the premiums to benefit the communi-tea.

Triunfo do Brasil maintains its plantation in São João do Triunfo, Paraná. The raw material used in its process comes from its own forests, privileged by the climate and favorable soil for the cultivation of high-quality Yerba Mate and preserved without the use of chemicals.

In addition to the organic certificate, Triunfo do Brasil has Fair Trade certifications. By participating in Fair Trade, Triunfo do Brasil strengthens actions that make the company economically viable, socially fair, and environmentally sound.
The Triunfo Workers Association, through local surveys, conducts social actions, such as the addition of a mini-library to the local school, hospital equipment, donation of school supplies, basic food baskets, medical check-ups, and restroom construction for families without facilities. These and other actions are carried out through the premium paid by buyers to support institutions and families in the municipality.

Benefits

- Focus on social development through the native species chain, yerba mate.
- Income generation in the agricultural sector valuing traditional activity.
- Beneficiaries are workers and their communities in a small town with low job and income opportunities, with a rural economy heavily dependent on tobacco production and reforestation by large companies. Defined beneficiaries: surrounding community and employees.
- Policy defined 70% of the fund for community actions, consistent with greater disadvantage in relation to employees for being employed and with benefits in a municipality with little opportunity for fixed work.
- Focus on social projects in the community and individual support to those most in need.
- Focus on professional development of its employees through fixed work and internal training.
- Various collective projects (support to community health and study institutions)
- Use at the Association’s headquarters for sport and entertainment
- Support for school supplies for workers’ children.
- Some individual support for health issues (exams, medical procedures, glasses, prosthesis) for workers and family members.