



all
i
need.

Beverage GmbH

ALL I NEED. IS CARBON NEUTRAL ALONG THE ENTIRE VALUE CHAIN

ALL I NEED. IS AUSTRIA'S FIRST BEVERAGE COMPANY TO ACHIEVE CARBON NEUTRALITY ALONG ITS ENTIRE VALUE CHAIN. FROM THE CULTIVATION OF THE INGREDIENTS TO THE PRODUCTION OF THE DRINKS TO THE TRANSPORT OF THE FILLED CANS, ALL PROCESSES ARE FACTORED IN AND OFFSET BY REFORESTATION PROJECTS IN SOUTH AMERICA. FOR FOUNDER AND MANAGING DIRECTOR THOMAS MIKSITS, THIS IS AN IMPORTANT STEP: "AS INNOVATION LEADER WE CONTRIBUTE TO REVOLUTIONIZING THE BEVERAGE SECTOR AND TO CURBING CLIMATE CHANGE."

Vienna, July 2018. all i need. Beverage GmbH initiates progress and takes another step towards reconciling its company structure with environmental and climate protection by achieving carbon neutrality. Along the entire value chain, the carbon footprint was calculated and, where possible, minimized. The part that cannot be avoided will from now on be compensated for via reforestation projects. This is done in cooperation with the experts of ReGreen. Both companies are particularly proud of the creation of a special all i need. forest in Mexico.

This represents a milestone for the Vienna-based company and the entire beverage sector. "We have always seen ourselves as innovation leader in this sector. When we entered the market with all i need. Green Tea, organic certification was a rare thing, today it is almost a standard. The next logical step for us is carbon neutrality," founder and managing director Thomas Miksits states.

Before the compensation of the greenhouse gas carbon dioxide, we have taken measures to move our value chain closer towards carbon neutrality. "The process showed that the agave juice contained in all i need. Green Tea was responsible for an unreasonably high share of our carbon emissions. Therefore, in a complex process, we replaced it by organic sugar beet from Austria," Miksits explains, and is proud of his company's agile way of working. The cultivation method of the local sugar beet, which is free from glyphosate, also strengthens Austrian agriculture and the environment. Steps like these are necessary to achieve personal and global goals.

The Paris Agreement requires all participants to achieve a zero-carbon balance until 2050, with the support of the private sector. all i need. takes environmental protection very seriously and has already started in 2018 – which makes the company a pioneer in business. The events we have seen this summer, such as heat waves and severe thunderstorms, have shown us that climate change is progressing fast and that we finally have to back up our words with actions. "As part of our Corporate Responsibility, we are making a sustainable and natural contribution to reducing further climate damages. How sustainable would it be if other companies followed us?" Miksits hopes.



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Details on the implementation of carbon neutrality: The data collection and calculation of the carbon footprint for the company and the two beverages along the entire value chain were conducted by the Viennese start-up ReGreen in cooperation with the Environment Agency Austria. The greenhouse gas balancing was conducted according to internationally valid standards, such as ISO 14040/44, ISO 14064-1 and TS 14067.

The mentioned compensation is carried out via reforestation projects in South America. As a first step, the first tree planting period for the all i need. forest in Mexico will start in a few weeks. Further, as part of a project in the Amazon region in Brazil, forest clearings will be actively prevented, and more carbon emissions will be avoided, for example, by providing the local population with efficient cooking pots.

ABOUT ALL I NEED.

ALL I NEED. STANDS FOR NATURALLY ACTIVATING TEA DRINKS. THE AUSTRIAN COMPANY DEMONSTRATES THAT GOOD TASTE, HIGH-QUALITY INGREDIENTS AND A LONG-LASTING VITALIZING EFFECT MAKE A PERFECT COMBINATION. ALL I NEED. REFRESHMENTS ONLY CONTAIN INGREDIENTS WHICH ARE 100% NATURAL AND ORGANIC. THE ACTIVATING EFFECT ALSO COMES FROM A COMPLETELY NATURAL SOURCE: FRESHLY BREWED TEA – THE MAIN INGREDIENT. CURRENTLY THERE ARE TWO PRODUCTS AVAILABLE: ALL I NEED. GREEN TEA AND ALL I NEED. WHITE TEA; BOTH OF THEM HAVE ORGANIC, VEGAN AND – WHICH IS UNIQUE IN AUSTRIA – ALSO CARBON NEUTRAL CERTIFICATION.

all i need. Green Tea is an activating organic green tea with superfruits – the sparkling iced tea for an urban and health-conscious target group. With many vitamins and antioxidants, all i need. Green Tea is the perfect activating refreshment for enjoying the moment.

all i need. White Tea is a highly caffeinated organic white tea with apple and lime – the modern refreshment with a high caffeine content. With a lot of natural premium caffeine from white tea, it is a natural and sustainable energy drink, which is currently unique on the market.

Both products are available nationwide in Austrian retail in 250 ml cans at a price of 1.49 €, for example at Spar, Interspar, Spar Gourmet, Eurospar, Billa, Merkur and dm.

More material and pictures:
www.allineed.at/en/presse
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For questions please contact:

Lucia Vilsecker

Head of Marketing

Mobile: +43 660 2020 158

Email: lucia.vilsecker@allineed.at

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