



NEWS RELEASE

For Immediate Release

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NASFT Fancy Food Show 2013 Booth #384

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Today's Consumers Want Eco-Friendly Everything

Here's the "scoop" on EcoTensil's sturdy, silky, paperboard utensils

Larkspur, CA—January 16, 2013—EcoTensil Inc. (www.ecotensil.com), makers of the award-winning and eco-friendliest tasting utensils on the market, will roll out their newly launched innovative iScoop and EcoSpoon at the 2013 Winter Fancy Food Show, Moscone Center in San Francisco. Visit booth #384 January 20th through the 22nd to hear the scoop about the latest in sustainable, convenient, and lovable utensils that are taking the utensil industry by storm!

World demand for green packaging—including recycled-content, reusable, and degradable packaging—is projected to rise 5.7% per year to \$212 billion in 2015 according to a new study, "World Green Packaging," from The Freedonia Group.¹ EcoTensil is responding to this growing trend by offering a line of incredibly consumer- and eco-friendly tasting spoons, positioning EcoTensil as the must-have green product for in-store demos, tradeshow, ice cream sampling, fast food, and other to-go snacks and meals.

When it comes to choosing between sustainable paper or plastic tasting utensils, EcoTensil is the recognized choice. Made in the US from renewable materials, EcoTensil products use significantly less material than any other plastic or "biodegradable" utensil. They are silky smooth, like a paper soda cup, and easy to use—in just one fun fold each spoon becomes a sturdy, efficient utensil. EcoTasters, EcoTensil's greenest products, are compostable, recyclable, and made from sustainably forested material (FSC), making them perfect for in-store, event, and other types of sampling. EcoTaster has become the predominant taster in many food tradeshow across the nation.

"EcoTasters actually help draw people to our booth. They create a buzz and interest that attracts more and more customer. We love that our customers love the EcoTasters." —*Jessica Rogers, Helen's Kitchen and Organic Bistro*

EcoTensil's founder and creator Peggy Cross knows the value of convenience for the on-the-go consumers. She understands the importance of offering businesses better choices for managing disposables with regard to future generations as well as the importance for businesses to be able to show their customers that they care about the environment. Drawing upon her extensive packaging design and marketing experience, Peggy developed EcoTensil products to help end "one taste plastic waste" with efficient and renewable smart designs. Not only are EcoTensil spoons incredibly user-friendly, but they are extremely space efficient and come in easy to manage, sanitary stacks,

¹ [http://www.freedoniagroup.com/FreedoniaPressRelease/World%20Demand%20for%20Green%20Packaging%20to%20Reach%20\\$212%20Billion%20in%202015.HTML](http://www.freedoniagroup.com/FreedoniaPressRelease/World%20Demand%20for%20Green%20Packaging%20to%20Reach%20$212%20Billion%20in%202015.HTML)



taking up far less space than other alternatives—5,000 EcoTensils fit in the same size box as 1,000 comparable utensils! Because EcoTensil products are compact in design and created in the US, they also have a significantly lower carbon footprint than other tasting utensils that are commonly made in China.

“We continue to use EcoTensil spoons all over and love the message it provides to our consumers.”
—David Kampner, Stonyfield

iScoop

Responding to ice cream industry demand, the Eco-iScoop is the perfect ice cream tasting utensil! Not only is iScoop extra sturdy for ice cream sampling, it makes passing a sample from server to customer much easier! Using significantly less material than typical plastic sampling spoons, iScoops are recyclable and compostable at facilities where milk cartons are accepted. In addition, they are less expensive than other compostable utensils and take up very little space, giving iScoop the lowest carbon footprint in transit and waste management.

EcoSpoon

EcoSpoon is EcoTensil's full-sized, longer lasting, and beautifully brandable utensil—it stays strong after being left in food for hours! Great for frozen yogurt, parfaits, hot oatmeal, thick soups, deli salads, rice dishes, and other to-go foods, EcoSpoon is moisture-resistant like a paper cup, sturdy, and has a long slim design for even deep parfait cups. Because all EcoTensil products lay flat until folded by design, EcoSpoon takes up 50 to 80% less space than plastic or bioplastic utensils. EcoSpoon is excellent for fro-yo shops, fast food, C-stores, delis, schools, and anywhere spoonable food is served to-go!

“‘That is so cool’ is the number one response to EcoSpoons from customers.” —Rena Lasch, Happy Camper Snoballs

EcoTensil products are a hit with a number of distributors/brokers, retail/supermarkets, to-go food shops, food manufacturers, foodservice, and demo services throughout the US with Stonyfield, Kraft Foods, Chobani, and Kaiser Permanente as some of their notable clients. Be sure to stop by booth #384 to pick up some samples of these eco-friendly, disposable spoons.

About EcoTensil Inc.

EcoTensil manufactures ultra-green, silky-smooth paperboard spoons in the U.S.A. from sustainable material, including FSC paperstock. All products use significantly less material than any other plastic or “biodegradable” utensils. The unprecedented sturdy designs are simple, smart and convenient. EcoTensil products are compact, and material-efficient. Nature makes them the easiest, greenest, and cleanest utensils to ship, store, and use. EcoTensil products provide a brighter future by creating a smaller carbon footprint and less plastic for our oceans and landfills than any other disposable utensils. Visit www.ecotensil.com for more information or to order.

For product samples, press materials, or further information, please contact Lindsey Beedle at lbeedle@christiecomm.com or (805) 969-3744.