

Westrock Coffee Unveils New Website, Showcasing Tailored, Sustainable Beverage Solutions

LITTLE ROCK, Ark., Oct. 22, 2024 /PRNewswire/ -- [Westrock Coffee Company](https://www.westrockcoffee.com) (Nasdaq: WEST) ("Westrock Coffee," or the "Company"), a leading beverage solutions partner for some of the world's most iconic brands, has launched a redesigned website at [westrockcoffee.com](https://www.westrockcoffee.com). The revamped site showcases the company's expanded capabilities while reinforcing its unwavering commitment to sustainability, supply chain transparency, and bespoke solutions for its global partners.



Elevating the Digital Experience

The reimagined website boasts a modern and intuitive interface designed for Westrock's diverse business partners across industries, including retail, food service, hospitality, and convenience. It showcases Westrock's proprietary platforms, such as:

- *Farmer Direct Verified*[®], which ensures unparalleled traceability and ethical sourcing across its supply chains.
- *Raíz Sustainability*[™] program, an initiative which supports more than 10,000 farmers globally, underlining Westrock's dedication to sustainable practices.

Elizabeth McLaughlin, Executive Vice President of Sales at Westrock, emphasized the website's strategic importance: "Our digital presence now truly reflects Westrock's unique approach to business. From innovative beverage solutions to our deep-rooted sustainability commitment, the new website invites visitors to experience firsthand why we're the premier choice for building cutting-edge, socially responsible beverage programs."

Key features of the new website include:

- **Comprehensive Solutions Hub:** The platform offers seamless access for key customers to easily access Westrock Coffee's innovative beverage programs, which offer tailored options for coffee, tea, flavors, extracts, and ready-to-drink products. The site also provides valuable resources for transforming beverage programs, including advanced supply chain management and sustainability tools.
- **Sustainability at the Forefront:** Westrock Coffee is advancing its sustainability mission, by reaffirming its ambitious goal of achieving 100% responsibly sourced coffee and tea by 2025. The website highlights its commitment to transparency through three distinct platforms, setting a new industry standard.
- **Global Reach and Impact:** Detailed insights into Westrock's global facilities and sourcing capabilities are now at partners' fingertips, ensuring partners benefit from a comprehensive global supply chain.
- **Thought Leadership Center:** The revamped site serves as a hub for industry insights, trend analysis, and compelling case studies. It offers visitors a deep dive into the latest developments in sustainability and beverage innovation while spotlighting Westrock's transformative impact on communities across its supply chains.

"This website launch represents more than just a digital upgrade," added McLaughlin. "It's a testament to Westrock Coffee's position as an industry pioneer, committed to driving innovation, sustainability, and transparency in the global beverage market."

To explore the new website and learn more about Westrock Coffee's commitment to elevating global brands' beverage offerings, visit [westrockcoffee.com](https://www.westrockcoffee.com).

About Westrock Coffee Company

Westrock Coffee is a leading integrated coffee, tea, flavors, extracts, and ingredients solutions provider in the U.S., providing coffee sourcing, supply chain management, product development, roasting, packaging, and distribution services to the retail, foodservice and restaurant, convenience store and travel center, CPG, non-commercial, and hospitality industries around the world. With offices in 10 countries, the Company sources coffee and tea from 35 origin countries. For more information, please visit [WestrockCoffee.com](https://www.WestrockCoffee.com).

Forward-Looking Statements

Certain statements in this press release are forward-looking statements within the meaning of the Private Securities Litigation Reform Act of 1995, as amended from time to time, including, but not limited to, our plans, expectations, goals, projections and statements regarding our sustainability efforts and other statements that are not historical facts. These statements are based on various assumptions and on the current expectations of the management of Westrock Coffee as of the date hereof and are not predictions of actual performance. Actual events and circumstances are difficult or impossible to predict and could materially differ from what is expressed, implied, or forecasted in these statements due to a number of risks and uncertainties, including, but not limited to, those factors discussed in Westrock Coffee's annual report on Form 10-K, under the heading "Item 1A. Risk Factors", and other documents Westrock Coffee has filed, or will file, with the U.S. Securities and Exchange Commission. Readers are cautioned not to place undue reliance on forward-looking statements, which speak only as of the date hereof. Westrock Coffee undertakes no obligation to publicly update or revise any forward-looking statements after the date they are made, whether as a result of new information, future events, or otherwise.



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