

For Immediate Release

Rutter's
Kirsten Stanley
kirsten.stanley@rutters.com

Rutter's Celebrated Earth Day with Mug Discount & Released New Food Packaging

April 2018 (York, PA) – Yesterday, April 22, Rutter's offered their Rutter's Rewards VIP customers 50% off any Rutter's Refillable Mug as an Earth Day promotion. Rutter's sells mugs for up to \$10 each and delivers an everyday price of 99¢ per refill.

Rutter's has a long track record of sustainable initiatives. From using energy efficient LED lighting, white rubber on store roofs to better reflect light and heat, to the extensive use of solar tubes to harvest natural sunlight inside stores and reduce electricity use, Rutter's is committed to environmentally friendly operations. Each store is equipped with a full energy management system which controls the lights and humidity levels. Ten years ago, the chain was heralded for being the first in the US to offer outside recycling bins at every location. Earlier this year, Rutter's also introduced new dual indoor recycling-trash containers for customers inside the store to have more options to recycle. Rutter's commitment to sustainability also extends to the foodservice program. This year, Rutter's is completing an overhaul of all to-go food packaging and moving away from Styrofoam to premium green packaging that can be easily recycled. These packages will be available in all stores in the coming weeks.

“We are excited to offer such a great offer to our VIPs for Earth Day this year. We pride ourselves on striving to be more sustainable. By making it easier for our customers to recycle, and purchase more enviro-friendly packaging, we believe we are investing in the long-term health and wellbeing of our communities.” said Derek Gaskins, Chief Customer Officer.

With roots dating back to 1747, Rutter's 270-year history makes it the oldest vertically-integrated food company in the United States. Rutter's is widely recognized as an industry leader in food service, innovative technology, and customer service, recently receiving multiple awards. Rutter's is currently guided by the family's 10th generation of leadership with Scott Hartman president and CEO, Todd Rutter as president of Rutter's Dairy, and Tim Rutter as president of M&G Realty.