

**London, 19 June 2020:** Birchall Tea has become the first tea company in the world to officially join the UN's [Climate Neutral Now](#) Initiative, which invites organisations to work towards global climate neutrality by addressing their own climate footprint.

The British tea company has also become the first in the world to achieve the Carbon Neutral International Standard, which they obtained by measuring and offsetting their greenhouse gas emissions, supporting verified volunteer reforestation projects around the world. This means that all of Birchall's products - including its award-winning Great Rift Breakfast Tea - are now completely Carbon Neutral.

These achievements are just the latest in a series of steps taken by Birchall to help avoid the worst effects of climate change, such as droughts, flooding and heatwaves. The company has significantly reduced excess and single use plastic from its supply chain and, in 2019, it unveiled the [Birchall Tea Factory](#) - the UK's first solar-powered tea production facility - in Amesbury, Wiltshire, complete with a roof-top solar installation featuring more than 460 solar panels.

The UNFCCC's Climate Neutral Now initiative was launched by UN Climate Change in 2015 to encourage everyone in society to take action to help achieve a climate neutral world by mid-century, enshrined in the Paris Agreement.

"Becoming a signatory to the UN's Climate Neutral Now pledge is a clear reaffirmation of Birchall's ongoing commitment to a sustainable future" said Daniel Graham, Managing Director of Imporient, the company which owns Birchall. "We recognise that climate change is a threat to the livelihoods and wellbeing of everyone on the planet and that we must all take action now. That's why we have worked hard to do our bit, achieve net zero emissions and win One Carbon World Carbon Neutral Gold Standard Status."

Andrew Bowen, Chief Executive Officer of One Carbon World said: "We are thrilled to announce that Birchall Tea is the first tea company who achieved both the Carbon Neutral Gold Standard and the UN Climate Neutral Now Initiative participation. Every emission Birchall Tea has offset directly supports the UN and verified voluntary reforestation projects around the world. Their fantastic commitment sends an inspirational message to their customers, staff and stakeholders and the tea industry on what can be achieved today."