So Good So You

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Location
Minneapolis, Minnesota
Certification level
Certified
Percent of Overall Diversion Achieved

96.3%
Facility Size
13,500 sq. ft.
Project Overview
So Good So You manufactures and produces probiotic juice shots with a variety of functions and flavors. So Good So You recently gained B Corp certification and TRUE Certification was a great next step after that achievement to further our mission of sustainability and Love of Planet. So Good So You utilizes a variety of waste diversion in their day to day. This includes pallet recycling, metal recycling, 100% recycled plastic bottles, and reusable collapsable plastic totes. From an employee level, our employees are trained on the waste streams we utilize at our facility and the various ways they can contribute and take advantage of our diversion options at So Good So You. Through our TRUE certification process, we have upped our waste diversion rate by more than 8%, putting us at an overall diversion of 96.3%. "The natural & organic industry is unfortunately full of greenwashing, and thus many consumers assume that all brands are doing “all the right things” when it comes to optimizing their impact on people and planet," explained Rita Katona, Co-Founder and Chief Brand & Innovation Officer at So Good So You. "There are only a few third party certifications that stand out as meaningful, in that they are a deep dive into a business’ operations, including ongoing monitoring and recertification. The process of going through the certification makes an organization better through its learnings. TRUE is one of these few, and I’m so proud to say that So Good So You can add their logo to our small but meaningful collection of certifications we are incredibly proud of!"

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