



Stop & Shop And Giant Select Earthwise To Launch Reusable Shopping Bag Program

November 28th, 2007

Commerce,CA - Earthwise Bag Company, Inc. recently announced that The Stop & Shop Supermarket Company and Giant Food, two of the East Coast's food retailers, will make Earthwise's reusable bags available in all 565 of their stores throughout New England, New York, New Jersey, Maryland, Delaware, Virginia, and the District of Columbia.

The reusable shopping bag program is part of a corporate-wide initiative by Stop & Shop and Giant to promote environmental conservation, and encourage consumers to "reduce.reuse.recycle." The Earthwise bags offer a durable, environmentally-friendly alternative to the costly and wasteful plastic and paper shopping bags typically used in grocery stores. At Stop & Shop and Giant, they will retail for \$.99 each, providing an inexpensive way for shoppers to reduce waste and help protect the environment.

"Stop & Shop and Giant are committed to continuously understanding and promoting the environmental implications of conserving and recycling our resources. When we heard the staggering statistics about plastic and paper waste, we saw the opportunity to make a difference in our stores, which touch over hundreds of communities throughout the Northeast," said Elizabeth Psaros, Marketing Manager for Stop & Shop. "What's great about the Earthwise bags is that they're not only environmentally-friendly, they're consumer-friendly as well. For less than a dollar, our shoppers will get an attractive, durable, and lightweight bag that can actually hold more groceries, and can be washed and reused for a multitude of purposes."

First introduced late last year in grocery stores, wineries, drug stores, and other merchants across the country, Earthwise's reusable bags offer an easy, inexpensive way for retailers and consumers alike to "go green."

"Food stores assume a lion's share of the \$4 billion spent on bags each year by retailers nationwide. And as bags become even less durable, holding an average of only three items, the growing need for double bagging will just create more costs - and more waste," said Stanley Joffe, co-founder and president of Earthwise. "Earthwise bags are a win-win-win for environmentally-aware grocers like Stop & Shop and Giant who can cut spending and generate new revenues simultaneously, and provide shoppers with a product they can really use - all the while making a positive impact on the environment."

For more information, you can visit www.earthwisebags.com.

<http://www.groceryretailonline.com/content/news/article.asp?docid=%7bA0871EDF-22B7-4CDF-9613-B63DB5160BBC%7d&VNETCOOKIE=NO>