TIM HORTONS LAUNCHES NEW “CUP-TO-TRAY” RECYCLING PROGRAM IN VERNON, B.C.

First Canadian quick-service restaurant to introduce “closed-loop” program, turning hot beverage cups into take-out trays

Langley, BC (November 28, 2011) – Tim Hortons announced today it’s expanding its Cup-To-Tray recycling program to Vernon, British Columbia. Starting today, all four Tim Hortons restaurants in Vernon will collect Tim Hortons’ hot beverage cups, which will then be turned into Tim Hortons take-out trays – trays that can be recycled into more trays.

The Cup-To-Tray recycling program was first introduced in Nova Scotia last month, where all 156 traditional restaurants participated, making Tim Hortons the first quick-service restaurant in Canada to “close the loop” and recycle used cups into another product the company uses.

“We are thrilled to be able to bring this new effective recycling program to Vernon,” said Dan Currie, Tim Hortons restaurant owner in Vernon. “Diverting our cups from landfills is an important step in helping our environment but to be able to turn them into trays that we will use again at our restaurants is exciting. I hope our guests will embrace this program and ensure that our cups are properly recycled at our restaurants.”

Tim Hortons has once again partnered with paper product manufacturer CKF Inc, which takes Tim Hortons paper cups processed by Bluewater Project Inc and converts the cups into take-out trays used at Tim Hortons restaurants and other products, effectively closing the loop on the company’s hot beverage cup recycling process. This initiative is just one aspect of Tim Hortons’ Making a True Difference™ corporate social responsibility vision. For that vision to be successful, Tim Hortons is now appealing to its guests by asking them to recycle paper cups in Tim Hortons restaurants in Vernon.

“Establishing the Cup-To-Tray program has been a great success for our company but the only way for it to work is for the cups to end up back at our restaurants so they can be properly recycled,” said Irene Korgul, Specialist, Environmental Affairs, Western Canada, Tim Hortons. “We encourage our guests to join us in keeping Vernon clean by bringing their reusable mugs to Tim Hortons for a 10-cent discount on hot beverages and by separating all their waste – cups, bottles, cans – at our new in-restaurant and drive-through recycling units.”

Tim Hortons’ new recycling units – custom-built using 98 per cent recycled plastic – make it easy to separate waste into individual compartments – an important step in avoiding contamination and ensuring materials can be properly recycled.

“Everyone needs to work together to make any recycling initiative successful,” said Ian Anderson, President, CKF Inc. “If more people separate their waste properly at the restaurants’ recycling units, it will keep the recyclable paper clean, allowing even more waste to be diverted from landfills.”

Vernon is the first city in British Columbia to adopt the Cup-to-Tray program, with the intention of rolling it out across more locations in the province in the future. In other parts of Canada, cups and other paper packaging are collected at Tim Hortons restaurants and diverted from landfills where possible. In total, there are more than 650 Tim Hortons restaurants in Canada offering cup recycling or composting programs.

For more information on Tim Hortons’ corporate social responsibility efforts, please visit http://sustainabilityreport.timhortons.com/
Tim Hortons is one of the largest publicly-traded restaurant chains in North America based on market capitalization, and the largest in Canada. Operating in the quick service segment of the restaurant industry, Tim Hortons appeals to a broad range of consumer tastes, with a menu that includes premium coffee, espresso-based specialty coffees including lattes, cappuccinos and espresso-flavoured shots, specialty teas, home-style soups, fresh sandwiches, wraps, hot breakfast sandwiches and fresh baked goods, including our trademark donuts. As of October 2nd, 2011, Tim Hortons had 3,871 systemwide restaurants, including 3,225 in Canada, 645 in the United States and one in the Gulf Cooperation Council. More information about the Company is available at www.timhortons.com

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