



SAMPLE PRESS RELEASE TEMPLATE

Subject: [BRAND] Announces Launch of Fairtrade [PRODUCT]

[SHORT BRAND DESCRIPTION], has announced the debut of a new Fairtrade [PRODUCT].

[BRAND] believes in making trade fair while sourcing the highest quality ingredients. That is why they joined the global movement led by Fairtrade International to secure a better deal for 1.6 million farmers and workers globally. The Fairtrade Mark helps consumers identify products that align with their values, and is the most widely recognized ethical label globally.

In the U.S., Fairtrade America partners with 100+ brands in certifying supply chains according to rigorous social, environmental, and economic standards. Globally, [PRODUCT] joins 2,400 companies and a collection of more than 30,000 Fairtrade certified products sold in 130 countries.

[QUOTE from leadership about Fairtrade sourcing for Product] OR paraphrase this quote “[BRAND] knows that using the FAIRTRADE Mark aligns our values with our customers’, ensuring that we are promoting ethical trade that respects people and planet.”

The new [PRODUCT] will be available [TIMELINE] at [RETAILERS/LOCATION].

