

NADA.

**OUR MEDIA PACKAGE
FALL 2017**

OUR STORY

In the summer of 2013, Brianne Miller had an idea that would change her relationship with food forever. As a marine biologist, she had witnessed firsthand the mass of harmful, unnatural plastic swirling around in our oceans, the majority of which was waste associated with food packaging.

The connection was made: almost all of the problems that the oceans faced were somehow linked to our current food system. How we were growing, transporting, processing, packaging, buying, selling, consuming, and throwing away food were all contributing to climate change and habitat degradation. It just didn't make sense.

And so, she asked the simple question that would positively change things forever. What if food... was just food again?

Nada. Just Food.

Formerly known as Zero Waste Market, Nada is Vancouver's first package-free grocery store, incorporated in 2015. Nada has been operating through a pop-up shop model since October 2015 and is launching its first retail store later this year. Customers are asked to bring their own containers, which they can fill up at the store with local, fresh, responsibly-sourced, and organic groceries, including produce, bulk food, and personal care items. Not only do shoppers reduce their packaging waste, they also waste less food by buying only what they need. This ultimately saves them money (an average of \$1500 per family per year), all whilst supporting quality suppliers and the health of both people and planet.

OUR VISION

An Unpackaged Future: a lighter world that values a food system free of excess and waste to support the health of both people and planet.

OUR MISSION

To cultivate a better world by inspiring people to change the way they shop for groceries.

OUR TEAM



Brianne Miller is the Founder & CEO of Nada. A marine mammal biologist and zero waste nerd, she is passionate about local food systems and coming up with creative solutions to complex conservation problems. Nada allows her to combine her love of business, local food, and conservation. When she's not in the mountains or in the water, Brianne can be found baking up a storm, surfing Craigslist, and rescuing surplus food from friends' plates.



Alison Carr is the COO of Nada. A people connector extraordinaire, her expertise lies in building long lasting relationships with growers, suppliers, and community partners while navigating the tricky logistics of package-free shopping. She has been inspired by the zero waste movement and can be found talkin' trash on Instagram, scouting the local farmers markets, and dancing the night away at every community square dance in the Lower Mainland!

OUR ADVISORY BOARD

David Van Seters

Founder & CEO

*Sustainability Ventures
Group*

Keith Ippel

Founder & CEO

Spring

Eamonn O'Loacha

Executive Director

*PHS Community Services
Society*

Jane Cox

Founder & Principal

Cause+Effect

Rocky Ozaki

Vice-President

BC Tech

Kurstin Leith

Founder

LBN Brand Management Inc.

LOCATION & HOURS

Nada is about to open its first permanent location in East Vancouver!

675 East Broadway (at Fraser Street)

While we renovate, we will continue to have regular pop-up shops at Patagonia Vancouver (1994 W 4th Ave), Vancouver Farmers' Markets (various locations), and more! Please visit our website and Facebook page for most up to date information.

HOW IT WORKS



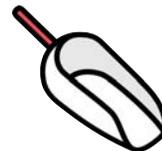
1. PREPARE

Bring clean containers from home. Pack a few extra, just in case!



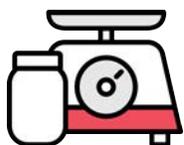
2. WEIGH

Use our digital smart scales to weigh & label your containers.



3. (RE)FILL

Stock those containers with local, organic, and responsibly sourced goodies.



4. CHECK OUT

We'll automatically deduct the weight of your containers.



5. FEEL GOOD

You bought only what you need, supported your local food system, & diverted lots of waste!

Nada is striving to reduce all operations to zero waste, and since its inception has not sent any food, materials, or packaging to landfill.

We have diverted over 7500 containers from landfill (and counting!).

OUR PRODUCTS

We choose only the highest quality products from 150+ local and organic suppliers. We work with our suppliers to fulfill our philosophy of incorporating sustainability into business practices - to start with, we work with all suppliers to get our products in reusable containers and to help them incorporate zero waste principles into their everyday operations.

We stock a variety of organic goods - nuts and grains, seeds, flour, salt, coffee, honey, chocolate, maple syrup, fruits, and shampoo - and partner with small local businesses to offer the best in ethically sourced products, including:

East Van Roasters: Coffee, Cocoa Powder, Cacao Nibs

Lakehouse Foods: Baked goods & bread

Hives for Humanity: Honey

Plenty + Spare: Bath products

Oneka Elements: Shampoo and Conditioner

Moonbrew Tonic Co.: JUN (fermented tonics)

We also offer a variety of long-lasting alternatives to single-use disposables such as stainless steel containers & straws, upcycled jars, beeswax wraps, and bulk bags.

While we encourage customers to bring their own bags and containers from home, glass containers and organic cotton bags are available for purchase and reuse.



OUR COMMUNITY

Much of what needs to be done to reduce waste and support a healthier, more vibrant planet relies on collaboration between business, community partners, and NGOs.

Nada supports over 50 community partners and NGOs through monetary donations, promotions, and percentage of sales. Since late 2015, we have donated over 1% of gross sales to grassroots environmental non-profits and in September 2017, we became an official **1% for the Planet** member. Past partners include:

Zero Waste Club
Sunshine Coast Association
for Community Living
Surfrider Foundation

Growing Chefs
Georgia Strait Alliance
The Binners' Project

Plastic Oceans
Society Promoting
Environmental Conservation
Food Stash Foundation

We regularly engage in community outreach activities that support our social and environmental missions. We have organized and participated in beach & trail clean-ups, host zero waste workshops, and speak at numerous community events and panel discussions.

Nada also manages Zero Waste Facebook groups across Canada, which act as a forum for folks to discuss zero waste, food waste, and the sustainability of our current food system. These are found at: <http://www.nadagrocery.com/zero-waste-across-country/>

For any press inquiries or additional questions,
please contact Brianne Miller at
hello@nadagrocery.com

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@nadagrocery