



The Meantime Coffee Co.
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NEWS RELEASE

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MEANTIME RELEASED 2022 IMPACT REPORT MARKING SUSTAINABILITY GOALS

CHAPEL HILL, N.C. - The Meantime Coffee Co. is taking tangible steps to track and reduce its environmental, social, and economic impact. In March, Meantime released its first-ever impact report, summarizing operations during the 2022 school year.

Tatum Pryor, a senior from Pittsboro studying Business Administration and Management and Environmental Studies at UNC-Chapel Hill, spearheaded this report as the 2022-2023 chief sustainability officer at Meantime. The report analyzes Meantime's key accomplishments and aspirations, ranging from supply chain partnerships to waste management data.

"When I look at any business, I always tend to gravitate towards their Impact Report," Pryor said. "It shows they're truly trying to be transparent and set goals for their future operations."

At Meantime, transparency is a core company value. The 2022 Impact Report is one part of a larger initiative within the company to educate student consumers about sustainability, social investments and more.

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The 2022 Impact Report follows a triple bottom line thinking perspective which weighs social equity, environmental wellness, and economic viability equally. Meantime specifically hopes to contribute to sustainable development goals 8.5 (decent work and economic growth), 10.2 (reduced inequalities) and 12.5 (responsible consumption and production), as recognized by the United Nations.

In the physical café, following these goals can look like anything from recycling milk cartons to attending disability allyship training. As a student-run venture from top to bottom, Meantime is always looking for ways to expand its social impact and be a leader for equitable change in Chapel Hill.

As the leader of the project, Pryor said one of the biggest difficulties was piecing it together after compiling her research. After writing most of the report over winter break, Pryor said CEO Carson Moore, CMO Alyson Cabeza and Marketing Assistant Rose Houck helped create the final report. In line with Meantime's mission, this project provided an opportunity for team members to gain professional development in the realms of research, project management, and design.

A physical copy of the 2022 Impact Report now sits in the café by the register. Pryor noted she enjoys seeing people interact with the report. "When people are waiting for a drink and you can see them reading and learning, even if it's just a little more about the company, that's really rewarding," Pryor said.

As noted in the report, Meantime has plans to enhance its data collection efforts to produce more in-depth reports in the future. While the executive team changes annually, Katie Whittington, the current CSO, said the 2023 team has hopes for expansion.

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About The Meantime Coffee Co.

The Meantime Coffee Co. is a student-run nonprofit café located in the Campus Y at UNC-Chapel Hill. Founded in 2016 by and for students, Meantime gives back to the Carolina community by funding scholarships and donating to local organizations. Meantime partners with small businesses such as Carrboro Coffee Roasters to make sustainable food products accessible on campus. For more information, contact CEO Alex Henson at ceo@meantimecoffee.com.

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