



Service Foods Goes Carbon Neutral

Georgia-Based all Natural Home Food Service Company works with Verus Carbon Neutral to offset Carbon Footprint

ATLANTA (February 12, 2009)— After years of selling high-quality all natural foods, Service Foods, the largest Home Food service company in America hired Atlanta-based Verus Carbon Neutral to measure their carbon footprint and purchase the required carbon offsets to become Carbon Neutral.

“You can’t sell organic and all natural food and not be Carbon Neutral,” says an energetic Keith Kantor, CEO of Service Foods. “Because we’re already conserving energy and recycling, our footprint was smaller than companies our size.”

According to Verus Carbon Neutral’s Eric Taub, Service Foods is a model of efficiency, “They have an employee-friendly recycling system, use only CFLs and leave rooms dark when not occupied—and that’s just their administrative offices. Their corporate culture is ideal for energy savings.”

Service Foods even helps their customers lower their impact on the environment with a simple innovative approach. Flash Frozen/Chemical Free meats, fish, and vegetables are packaged in a material called Iolon film, which is completely biodegradable. All their food is delivered in reusable totes by trucks that run on biodiesel.

A proud Keith Kantor adds, “We estimate that in total our customers save about 144,000 gallons of gas per year by not having to make as many trips to the grocery store. That’s over twelve hundred [metric] tons of CO₂. Also, we don’t use the Styrofoam trays you see at the grocery store. Our biodegradable packaging helps to keep a million Styrofoam trays out of the landfill per year.”

Verus Carbon Neutral is a member of the Chicago Climate Exchange (CCX), the world’s first and North America’s only active, voluntary and legally binding offset trading system. Verus

Carbon Neutral provides high-quality offset projects that are third-party verified by the CCX. The Environmental Defense Fund recently recommended 12 offset projects, of which, seven were registered on the Chicago Climate Exchange.

To assure more funding goes to offset projects, Verus Carbon Neutral sets its price based on the CCX market price. According to their managing partner, Eric Taub, no other offset provider offers a more transparent or aggressive pricing structure.

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Service Foods

Service Foods offers a full line of top quality, chemically purer foods to which we add no growth hormones, chemicals, preservatives, dyes or colorings. Foods such as Top Choice and Prime USDA graded Beef, Grade A Poultry, Super-Select Pork, the finest Veal and Lamb, Sashimi grade seafood, plus many natural prepared gourmet items such as lasagna, pastas, lemon pepper chicken, elegant chicken cordon bleu and even breast tenders for the kids.
www.servicefoods.com

Verus Carbon Neutral Partnership

Verus Carbon Neutral is an innovative and eco-conscious company that aids businesses and individuals looking to offset and reduce their carbon footprints. After conducting an audit to determine the size of their footprint, Verus Carbon Neutral provides a simple way to reduce or completely offset their client's CO2 emissions, supplying them with certification and a tangible way to communicate their commitment to the environment. Privately held, Verus is based in Atlanta and more information can be found at their

website: www.verus-co2.com.