

BRÛ



Protect the
Environment



Sustain the
Community



Eliminate
Waste

Leah, an avid coffee drinker, is a graduate student studying Sustainable Energy. Her environmental awareness has led to her observation of excessive waste that is produced by her Single Serve coffee maker. She also wishes that she could buy local so to support her community.



LEAH WILSON

Age 24

>Renewable & Sustainable
Energy Grad Student
> Part-Time Barista

'I feel more confident than ever that the power to save the planet rests with the individual consumer.'

- Denis Hayes



WAX PAPER

Customizable Hemp wax is used to keep the coffee fresh and eliminate humidity. It replaces the current K Pod's unrecyclable foil lids

HEMP FILTER

Pulp taken by hemp is used to produce a filter. This prevents coffee grounds from getting into the user's drink.

HEMPLYNE

Hemplyne plastic replaces the plastic that is currently used - which is recyclable and biodegradable.

Customizable lids grant the freedom for local coffee shops to sell their roasts in Bru packaging

