

## Company Overview

**Corporate headquarters:** Stone Mountain, Georgia

**Founded:** 1962

**Owner:** Atar Capital, LLC

**Industry position:** Second largest supplier of innovative (environmentally preferred) and traditional foam cups, containers, lids and straws in the United States

**Employees:** 900+

**Locations:** 8 manufacturing/distribution centers located throughout the country

**Key verticals:** WinCup has a substantial presence in Foodservice, including both institutional and retail arenas; from mass merchandisers to convenience stores and quick service restaurants, with a well-established blue-chip customer base. WinCup also caters to specialty OEM/food processor clients.

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## **Core Values: Using Innovation to Support WinCup's Commitment to the Environment**

WinCup develops innovative product lines that promote sustainability while meeting consumer preference in the Foodservice, Healthcare, Education, Hospitality and Entertainment industries. Such as:



**Vio:** The World's First and Only Biodegradable<sup>1</sup> Foam cup in the U.S.

- Vio has positive environmental attributes, with the insulation benefits and price point customers have come to love and expect.
- Vio is only available through WinCup.



**phade:** Breakthrough Marine Biodegradable and Compostable Straws and Stirrers.

- Superior to a paper straw in sustainability, performance and price.
- Made from plant oil (canola/soy/palm), performs like a traditional plastic straw.

WinCup's strong commitment to the environment extends beyond the products it creates. Operationally the company has implemented a range of initiatives to achieve its sustainability goals, including:

- Evaporation via a closed loop cooling tower to reduce water use
- Low pressure air and lighting systems to reduce electricity use
- Heat recovery systems to reduce natural gas from steam generation
- Automated blow-down systems to reduce water, chemical and gas use
- Reuse of packaging and storage materials

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<sup>1</sup> Vio cups have been shown to biodegrade 92% over 4 years under conditions that simulate both wetter and biologically active landfills, using the ASTM D5511 test. Wetter or biologically active landfills may not exist in your area. The stated rate and extent of degradation do not mean that the product will continue to decompose.