



A GREENER WORLD
Our Food. Our Farms. Our Future. Let's Choose!

FOR IMMEDIATE RELEASE

CONTACT: Stephanie Wuorenma
Phone: 202-446-2138
Office: Terrebonne, OR (Pacific Time Zone)
Email: mediarelations@agreenerworld.org
Website: agreenerworld.org

FIRST BEVERAGE COMPANY TO ENGAGE WORLD-RENOWNED ENVIRONMENTAL, ANIMAL WELFARE CERTIFICATION

--ICONIC Protein has verified their supply chain by purchasing only Certified Animal Welfare Approved by AGW dairy for protein powder and drink line--

SANTA MONICA, CA (JUNE 28, 2019)--[ICONIC Protein](#) is the first beverage company to source Certified Animal Welfare Approved by [A Greener World](#) (AGW) dairy products for their line of protein powders and drinks.



This certification and food label lets consumers know animals are raised outdoors on pasture in accordance with the highest animal welfare standards, using sustainable agriculture methods on an independent farm. Consumer Reports has rated Certified Animal Welfare Approved by AGW as the only “highly meaningful” label for farm animal welfare, outdoor access and sustainability--and the **only** animal welfare certification in which they have confidence.

ICONIC Protein searched extensively for farms and companies that matched their commitment to high standards of animal welfare. The search led them to A Greener World's leading certifications and Truly Grassfed, a Certified Animal Welfare Approved by AGW cooperative of dairy producers farming Ireland's fertile countryside. Product trials proved incredibly successful and a partnership was born, distinguishing ICONIC as the first-ever beverage company to offer a complete line of Certified Animal Welfare Approved by AGW drinks and protein powders.

ICONIC Protein CEO and Founder, Billy Bosch, says,

“From the day I started ICONIC, I’ve held myself and the team to specific standards around animal welfare and product integrity, so having Certified Animal Welfare Approved by AGW certification back up our product is deeply important to me and our team. I’ve always insisted on protein sources with the highest animal welfare standards, the lowest environmental impact and rigorous testing to ensure the cleanest, most nutrient-dense bioavailable option. In addition



to being free from added hormones, heavy metals and pesticides, we ensure that our partners are committed to strengthening bonds between local farmers and the land they've lived and worked on for generations."

A Greener World Director of Communications and Outreach, Emily Moose, says,

"Meaningful food labels do two important things: deliver transparency and value farmers' hard work and stewardship. This launch shows that when farmers work together to build values-based markets, innovative companies are ready to support them—and the scale for positive impact is huge. Sourcing ingredients from AGW-certified farmers demonstrates ICONIC's commitment to quality ingredients that have a concrete, positive effect on rural communities, animals and the planet. We are thrilled to be partners in building sustainable supply chains."

Available in a variety of nature-inspired flavors from Turmeric Ginger to Coconut Matcha--as well as Chocolate Truffle and Vanilla Bean--Certified Animal Welfare Approved by AGW ICONIC Protein powders and drinks can be found at leading retail stores across the country, including Whole Foods, Target, Safeway / Albertsons, Vons, CVS, Sprouts, H.E.B, Central Market, Wegmans, Jewel Osco and the Vitamin Shoppe, among others. Products can also be found online at drinkiconic.com and on Amazon Prime. Follow the company on [Facebook \(@drinkICONIC\)](https://www.facebook.com/drinkiconic) and [Instagram \(@drinkiconic\)](https://www.instagram.com/drinkiconic).

ABOUT A GREENER WORLD

A Greener World (AGW) identifies, audits, certifies and promotes practical, sustainable farming systems by supporting farmers and ranchers and informing consumers. AGW's growing family of trusted certifications includes [Certified Animal Welfare Approved by AGW](#), [Certified Grassfed by AGW](#) and [Certified Non-GMO by AGW](#). Each program is designed to have positive and measurable impacts on the environment, society and animals, and to encourage truly sustainable farming practices. AGW's standards and procedures are robust, transparent and achievable.

A nonprofit funded by public donations and [membership](#), AGW offers a range of resources to help people make informed food choices, including an [Online Directory](#) of certified farms and products and [Food Labels Exposed](#)--a definitive guide to food label claims (available in print, online, and as a smartphone app). For more information visit agreenerworld.org.

ABOUT ICONIC

We believe the food and beverages you put in your body can be the solution to better health and vitality. At ICONIC, our mission is to provide people with delicious yet nutritious meal and snack products that sustain and energize you. A busy lifestyle doesn't mean you should have to compromise on health. We believe in changing the human diet for the better and leaving the planet better than you found it.

After growing weary of beverage options that were touted as healthy but packed full of sugar, calories, and artificial ingredients, founder Billy Bosch decided to take matters into his own hands. In working with a Dietician, he came to develop the recipes for a line of delicious, clean ingredient beverages made with 20g premium grass-fed protein to fill you up, yet only 3 or less grams of sugar. Perfect for breakfast on the run, or a snack during the day.

Based out of sunny Santa Monica, California, the ICONIC Team is passionate about helping fuel and empower your everyday ICONIC achievements-- whether it's running a marathon or getting out of the office for a walk around the block.

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