

*Environmental Citizen*  
123 My Street  
My City CA ZIP  
June 1, 2018

*[You will need to personalize italicized items]*

Mr. Daniel Lubetzky  
CEO Klnd Snacks,  
PO Box 705 Midtown Station,  
New York, NY 10018

Dear Mr. Lubetzky,

Love you bars, especially that they are gluten-free. I also appreciate the many good causes that you espouse, however I believe you can do better....

1) Would love if you would move beyond GMO free and go fully organic and that your chocolate would be Fair Trade or equivalent. If enough people in chocolate producing countries are paid fairly, they will have less reason to become refugees. More and more people are becoming aware of what goes into their bodies and now realize that the words "Natural" and "Whole" are pretty meaningless and have no legal definition.

2) Your website is totally silent on environmental impact. Are the bars wrapped in a cellulosic material that can be composted or must they go to landfill? Wouldn't it be great if in addition to nutritional content of the bars that you could print "THIS PACKAGING IS TOTALLY COMPOSTABLE" on the wrapper as well?

I manage a Facebook group, Zero Plastic Waste NOW! that is addressing the landfill and plastic morass issues one company at a time. Companies offering sustainable product, such as yours, should be leading the way when it comes to packaging. We would love to announce that KIND is going plastics free and move kind from a very good company to a great company!

I look forward to hearing from you soon.

Sustainably Yours,

*Environmental Citizen*  
Zero Plastic Waste NOW! Coalition  
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