

From: **FAIRWAY MARKET**  
Contact: DKC Public Relations  
Bruce Bobbins  
(212) 981-5190  
(908) 586-5742  
[Bruce\\_Bobbins@dkcnews.com](mailto:Bruce_Bobbins@dkcnews.com)

FOR IMMEDIATE RELEASE

---

## **Fairway Market's Efforts to Keep Millions of Pounds of Waste from Landfills Annually**

**New York, NY – January 22, 2015** – Fairway Market, through a partnership with BioHitech America, recycled some 2.6 million pounds of waste over the past 12 months and is expected to increase that amount to nearly three million pounds annually in 2015. As a result, Fairway reduced its greenhouse gases by more than 700 metric tons, saved the use of more than 1,600 barrels of oil and 80,000 gallons of gasoline, took the equivalent of more than 145 cars off the road, eliminated the need to plant more than 18,000 new trees and created more than 150,000 gallons of fresh water. Customers can track Fairway's comprehensive green efforts at <http://www.fairwaymarket.com/green-commitment/>.

“Fairway Market has been a pioneer in the sustainability arena, with a proactive approach utilizing emerging technology to divert waste from landfills way before legislators started passing bans and restrictions,” said Frank E. Celli, Chief Executive Officer of BioHitech America. “This new initiative represents the company's commitment to communicating its outstanding efforts in sustainability to its customers as well as its progressive approach toward driving efficiencies resulting in improved earnings and shareholder value.”

Fairway Market started installing BioHitech America's Eco-Safe Digester back in 2006 in its locations across the northeast. According to BioHitech, Fairway is eight years ahead of any other grocery market in the New York region as well as a number of years ahead of other groceries across the country in terms of using technology and data to divert food waste from landfills. In fact, Fairway began its innovative environmental solutions partnership with BioHitech long before then New York Mayor Bloomberg even conceived of the citywide food waste ban legislation that goes into effect in July 2015!

“Our sustainability approach to food not only includes our commitment to sourcing new organic products, but also our impact on the environment,” said Jack Murphy, CEO of Fairway Market. “Our ability and willingness to embrace technology not only puts us in compliance of new and upcoming legislation, it allows us to identify opportunities for process improvement. This initiative is a rare example of how the right strategy can create both consumer and investor value from both sustainable and financial standpoints.”

### **About Fairway Market**

Fairway Market is a growth-oriented food retailer offering customers a differentiated one-stop shopping experience “Like No Other Market”®. Fairway has established itself as a leading food

retailing destination in the Greater New York City metropolitan area, with stores that emphasize an extensive selection of fresh, natural and organic products, prepared foods and hard-to-find specialty and gourmet offerings, along with a full assortment of conventional groceries. Fairway is headquartered in New York, New York. For more information, please visit Fairway's website at [www.fairwaymarket.com](http://www.fairwaymarket.com).

### **About BioHitech America**

BioHitech America's unique solution to food waste combines green technology with the power of big data to offer transparency, savings and a sustainable future. The company's Eco-Safe Digester, an on-site aerobic digester, eliminates up to 2,400 pounds of food waste in a 24-hour period by converting it into nutrient-neutral water and transporting the water safely through standard sewer lines. The BioHitech Cloud, a technology platform hosted by Amazon, measures key metrics to optimize the food waste disposal process. These metrics are providing the industry with an unprecedented level of transparency that not only helps to reduce the amount of waste generated, but also improve company-wide efficiency and profitability.

The BioHitech America solution is the leading sustainable method that allows businesses to move towards the prevention of waste altogether. For more information, please visit [www.biohitech.com](http://www.biohitech.com).