&BACK COFFEE Recognized with 2026 Convenience Store News Canada Impact Award for Sustainability

TORONTO, ON, CANADA, September 17, 2026 /EINPresswire.com/ -- &BACK COFFEE , a Certified Women-Owned and B Corp business redefining coffee as a force for positive impact, has been recognized with a 2026 Convenience Store News Canada Impact Award for Sustainability.

The award recognizes &BACK COFFEE's work to make the social and environmental impact behind everyday coffee more visible, measurable and engaging. At the heart of that work is a simple goal: creating human connection through coffee.



&BACK COFFEE's Impact Reports help businesses bring the stories and impact behind their coffee into the workplace, creating opportunities for employees to connect with the people and communities behind every cup.

Sustainability is foundational to &BACK COFFEE's business model, from responsible sourcing and planet-forward practices to reinvesting in women coffee farmers and coffee-growing communities. The company's approach is built around creating meaningful social and environmental impact through an everyday product, while giving businesses and coffee drinkers a way to understand and participate in that impact.

> "Connection has always been at the heart of what we are building at &BACK COFFEE. Coffee is such a simple, everyday ritual, but it has an incredible ability to bring people together."
>
> *Roxanne Joyal, Founder and CEO of &BACK COFFEE*

&BACK COFFEE believes coffee can do more than deliver a great experience. As an everyday ritual shared in workplaces, businesses and communities, it can create a meaningful connection between people and the stories, values and impact behind what they consume.

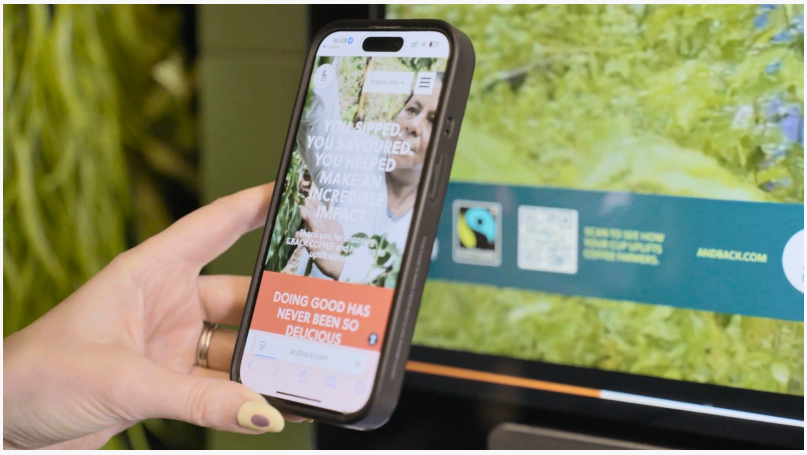
For businesses, that creates an opportunity to make the coffee program a visible reflection of what their

organization cares about. By connecting employees and customers to the people who grow their coffee, the communities behind it and the initiatives their coffee choice helps support, an everyday cup can become a tangible expression of an organization's commitments to sustainability and positive impact.

But creating impact is only one part of the equation. &BACK COFFEE believes that when people can see it, understand it and connect with it, its potential becomes much greater.

In 2025, the company expanded this approach through an integrated Annual Impact Reporting campaign, designed to make impact more tangible and create opportunities for connection throughout the year.

Through its ImpactQRC platform, Annual and Mid-Year Impact Reports, impact videos, workplace resources, customer communications and campaign kits, &BACK COFFEE gives businesses practical ways to bring the stories behind their coffee into the places where it is served.



&BACK COFFEE's ImpactQRC connects coffee drinkers to stories from coffee farmers, communities and initiatives at origin, turning an everyday coffee moment into an opportunity for connection.


Nancy Conde, a coffee farmer in Ecuador. Through impact reporting and storytelling, &BACK COFFEE works to bring the people and stories behind coffee closer to the businesses and coffee drinkers who enjoy it every day.

ImpactQRC is integrated across packaging, coffee machines, decals, videos and customer-facing materials, connecting coffee drinkers directly to stories from coffee farmers, communities and initiatives at origin. Screens on bean-to-cup coffee machines extend that connection into the coffee experience itself, using the moments while a cup is brewing to introduce people to the stories and impact behind what they are about to drink.

The result is more than sustainability communication. It is a way for businesses to create added value through their coffee programs by turning an everyday touchpoint into a moment of human connection.

Throughout 2025, the initiative generated more than 5,700 targeted communications across

&BACK COFFEE's B2B audience and distributed more than 1,000 Impact Reports through direct outreach and partner amplification.

In Canada, this work has been amplified through &BACK COFFEE's national distribution partnership with Van Houtte Coffee Services (VHCS), helping bring &BACK COFFEE and its impact storytelling to businesses and coffee drinkers across the country.

The recognition comes alongside VHCS's recognition in the Supporting Employees category of the 2026 CSNC Impact Awards. Its award celebrates initiatives including the &BACK COFFEE &Origin Experience, through which VHCS employees have travelled to Ecuador to meet coffee farmers, experience coffee origin firsthand and return with a deeper connection to the people, places and purpose behind the coffee they represent.

Together, the two recognitions demonstrate how connection can extend throughout the coffee journey: connecting farmers and communities at origin with the employees who bring their coffee to market, the businesses that choose to serve it and the people who enjoy it every day.

"Connection has always been at the heart of what we are building at &BACK COFFEE," said Roxanne Joyal, Founder and CEO of &BACK COFFEE. "Coffee is such a simple, everyday ritual, but it has an incredible ability to bring people together. We want businesses to be able to use that moment to show their employees and customers what they care about, and to connect them with the people, communities and stories behind every cup. Our impact reporting, storytelling and customer tools are how we make those connections visible and meaningful. We are incredibly grateful to Convenience Store News Canada for recognizing this work, and proud to celebrate alongside Van Houtte Coffee Services, whose partnership has helped us bring this experience to businesses across Canada."

The 2026 Convenience Store News Canada Impact Awards recognize organizations and initiatives creating positive change across Canada's convenience industry.

For &BACK COFFEE, the recognition reinforces a belief that has shaped the company from the beginning: creating human connection through a shared love of coffee. By making the journey behind every cup more visible, &BACK COFFEE is helping businesses turn an everyday coffee program into something more meaningful: an experience that reflects what they care about and connects people to something bigger than the cup itself.

For more information about &BACK COFFEE and its approach to sustainability and impact, visit www.andback.com.

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