

# DR.CAFE LAUNCHES WAKE UP YOUR GARDEN CAMPAIGN

Dr.CAFE says it recognizes the importance of social responsibility toward the communities and neighborhoods around its stores, and has thus internationally launched a "Wake Up Your Garden" campaign to give back to earth the same benefits that coffee is bringing to dr.CAFE Daily.

Dr.CAFE Coffee Soil fertilizer is using coffee grounds from the freshly brewed 100 percent Arabica coffee and perfect shots of Espresso enjoyed by guests everyday offered for free at all dr.CAFE Coffee Stores "to provide your plants the same life that coffee gives to us."

"This campaign Wake Up Your Garden is part of dr.CAFE COFFEE International's mission through the dr.CAFE COFFEE Green program that utilizes the opportunity of offering products and services that have a positive impact to environment wealth and preservation," said Khaled Al-Saleh, CEO, dr.CAFE COFFEE, Saudi Arabia.

Dr.CAFE International's social responsibility has formed a new division, dr.CAFE COFFEE Green Program, that takes care of programs enhancing Social initiatives to preserve the environment, one of these programs is "dr.CAFE COFFEE Soil Fertilizer" to give back what we are getting from the soil, to the environment where the coffee tree grows to enrich earth's soil.

"This Fertilizer is specific for gardens, farms, orchards, and plantations, in addition to its natural benefits; it develops the soil composition, improves the soil aeration, and enhances the water retention," he added.

"This campaign opened up a new chapter in the history of dr.CAFE to create an added value to nature toward a new step to dr. CAFE journey to always offer and lead the coffee and cafe industry as the best coffee in the world," he said.

