

FOR IMMEDIATE RELEASE

## The Cactus Water Co. a Winner in Sustainability Pitch Competition

Women's Business Enterprise Council (WBENC) Sponsored the Competition

NAPA, Calif. – August 10, 2021 – The Cactus Water Co. LLC, maker of ¡CACTUS! Organic Cactus Water, a line of plant-based functional waters powered by the nopal cactus leaf, was awarded second place in the Women's Business Enterprise Council's sustainability pitch competition, WBENC Pitch Sustainability. Among sixty-nine contestants, The Cactus Water Co. was the only consumer packaged goods business that won a prize.

WBENC Pitch Sustainability is a signature competition designed to highlight the most innovative business solutions focused on sustainability across the WBENC network. The competition was held in partnership with FedEx and Tree Free Green.

"I'm proud to be recognized by the Women's Business Enterprise Council," said Sarita Lopez, who founded The Cactus Water Co. in 2020. "Organizations like WBENC understand the importance of sustainability and I'm honored to be surrounded by like-minded people who are intent on leaving the world a better place and helping to avoid the depletion of natural resources."

The drought-resistant nopal used to make ¡CACTUS! grows via natural rainfall, without irrigation. The ¡CACTUS! production process uses the nopal paddles (leaves) instead of the fruit, because the paddles are more plentiful, grow year-round and regenerate within two weeks. The whole paddle is used, for complete nutrition and to minimize organic waste "leftovers." And ¡CACTUS! is sold in aluminum slim cans, which are both recycled and recyclable at much higher rates than plastic bottles or aseptic cartons.

VIRTUAL  
**WBENC PITCH**

Sustainability

Brought to you in partnership with:

**FedEx**

treefree  
green

### Sustainability Criteria:

Sustainability is defined as the processes and actions that help to avoid the depletion of natural/environmental, social and economic resources.

Companies are eligible to participate if their business solution fits into one or more of the following categories.



**Sustainable Products:** Businesses that offer products that reduce harm to social, economic, and environmental resources. As well as products with sustainable and eco-friendly packaging and/or manufacturing practices.



**Sustainable Services:** Businesses that deliver services that promote sustainability for consumers and other companies.



**Sustainability Consulting:** Firms that provide support to existing businesses in evaluating and incorporating a commitment to sustainable practices both internally and externally throughout the company.



**Commitment to Sustainable Processes:** Companies that are dedicated to ensuring their business model, regardless of the product/service, includes sustainable processes.

Finalists

**Ajiri Tea Company**  
**Construkt**  
**Good Green Cleaner**  
**Green Giftz**  
**Neowaste**  
**PANGA**  
**Plaine Products**  
**Relocation Strategies**  
**Shake Energy Collaborative**  
**The B.R.A. Recycling Agency**  
**The Cactus Water Co.**