

PRESS RELEASE

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Would you eat your straw ? Here is the real alternative to plastic straws: discover the first edible straw, 100% biodegradable and safe for marine life.

According to UNESCO, up to 150 million tonnes of plastic are used by the hotel sector in the world each year which kill 100,000 marine mammals each year. In Switzerland, more than 5'000 tonnes of plastic are thrown in the environment every year.

The Swiss start-up The Happy Turtle Straw, launched in February 2020, offers straws made entirely from a unique formula of rice and tapioca. They can be used for more than 2 hours, are 100% compostable, biodegradable in 90 days, naturally colored, free of chemicals and above all, safe for marine life.

Axel and Nhat, both of Vietnamese origin, noticed this pollution problem during their traveling in Vietnam. Saddened by the video which became viral of a turtle with a straw stuck in the nostril, they decided to act and promised to find a definitive solution to this problem.



From the creation of their startup The Happy Turtle Straw was born an edible, vegan and gluten-free straw. Harmless for turtles and all marine fauna, it is 100% biodegradable in only 90 days. Usable for 2 hours, it is more resistant than paper straws and has no aftertaste. It is THE real alternative to plastic straws.

**"The Happy Turtle Straw was born from a desire to leave no trace of our passage to future generations."
(Nhat Vuong, co-founder)**




In addition to an environmental commitment to save endangered turtles, The Happy Turtle Straw invests in social issues by partnering with and paying Vietnamese farmers and providing clean water to people in need.

Some 5 stars Hotels in Switzerland already chose The Happy Turtle Straw, as in the case of the Beau-Rivage and the Hotel d'Angleterre in Geneva, the W Verbier, the Gstaad Palace, and more. But the start-up aims now to conquer the rest of Switzerland, Europe, the United States and the rest of the world to complete the transition from plastic straws to its edible straws and without danger for the fauna of the oceans.



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