

Rhino Foods Achieves B Corp Certification

BURLINGTON, Vt., Oct. 29 /CSRwire/ - Rhino Foods, a leading supplier of bakery-style inclusions and mix-ins to the ice cream and frozen dessert industry, is pleased to announce their official certification by B Lab, as a B Corporation™.

“Rhino is excited to be a B Corp as we strive to meet our purpose of impacting the manner in which business is done,” said Ted Castle, founder of Rhino Foods. “The B Lab assessment provides Rhino an excellent tool for voluntarily meeting higher standards of transparency, accountability, and performance. At Rhino we strive to have a ‘can do’ attitude and to be proud of everything we do. The assessment helps us quantify the results of our actions.”

About Rhino Foods

Rhino Foods began in 1981 as a small ice cream shop in Vermont. The founder, Ted Castle, continues to own and operate the business in Burlington, Vermont employing over 100 people. Rhino proudly produces products for the best ice cream and frozen dessert companies in the world. The foundation of Rhino's success is built on Ted's unwavering commitment to the company's Purpose: *To impact the manner in which business is done.*

When you work with Rhino Foods you get large company capabilities with the integrity of small company values. For over 30 years Rhino has produced products that make people smile by combining the spirit of culinary innovation with the building blocks of food science. Rhino's commitment to create superior products reflects the belief in the value of investing in lifelong relationships for mutual benefit and long-term success.

Rhino Foods became a B Corporation to help amplify the message that business is an engine for positive change. As part of the B Corp community we look forward to learning more ways to meaningfully impact the way business is done.

The number of ways to create positive social change is limitless. Rhino looks to their workforce's needs to guide the creation of programs that are the most impactful and empowering for employees, their families and their community. By investing energy into strengthening their employees Rhino Foods benefits as well.

These innovative workplace practices have drawn national media attention for twenty years. It has always been the company's way to share what has been achieved with these practices to inspire others to take action. Rhino built on this momentum with the launch of the “The Rhino Way” section of their website wherein four program concepts, results and implementation guides are offered.

To read more on the programs, please visit www.rhinofoods.com/workforce-development.

About B Corp

Certified B Corporations 1) meet rigorous standards of social and environmental performance; 2) legally expand their corporate responsibilities to include consideration of stakeholder interests; and 3) build collective voice through the power of the unifying B Corporation brand. As of May 2012, there are over 530 Certified B Corporations from over 60 industries, representing a diverse multi-billion marketplace.

About B Lab

B Lab is a nonprofit organization dedicated to using the power of business to solve social and environmental problems. B Lab drives systemic change through three interrelated initiatives: 1) building a community of Certified B Corporations to make it easier for all of us to tell the difference between “good companies” and just good marketing; 2) accelerating the growth of the impact investing asset class through use of B Lab’s GIIRS impact rating system by institutional investors; and 3) promoting supportive public policies, including creation of a new corporate form and tax, procurement, and investment incentives for sustainable business.

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