



# Mission in a Bottle: A Discussion with Honest Tea's Seth Goldman

Dave Feldman (Livability Project)

**KEYWORDS:** Innovation, Learn From Leaders.

Seth Goldman, founder and "TEO" of Honest Tea, believes in market-based solutions to social problems. In this discussion with Dave Feldman, he talks about how he integrates his business with his personal mission: sustainability and making people healthier. He's worked to dramatically reduce sugar in his tea products and is also working with an initiative called Beyond Meat, which is exploring plant-based solutions to meet mankind's protein needs. Goldman also talks about the importance of the right partners.

**Additional Search Terms:** Sustainable, sustainability, climate change, environment, environmental, sustainable business, helping climate change, global warming, social responsibility

