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Grove Collaborative Announces “Beyond Plastic™ Stay” Partnership Pilot with Crescent Hotels & Resorts

The world’s first plastic-neutral retailer partners with hotel management company to launch a more sustainable hotel experience for eco-conscious travelers, create nationwide sweepstakes to educate consumers about how to travel more sustainably

SAN FRANCISCO--(BUSINESS WIRE)-- Grove Collaborative Holdings, Inc. (NYSE: GROV) (“Grove” or “the Company”), a leading sustainable consumer products company, Certified B Corporation, and Public Benefit Corporation announced the launch of a new partnership pilot with hotel management company Crescent Hotels & Resorts. The two brands are working together to develop a *Beyond Plastic™ Stay* at a number of properties across the U.S., meeting the needs of eco-conscious travelers who are looking to reduce the environmental impact of their business and personal travel.

This press release features multimedia. View the full release here:
<https://www.businesswire.com/news/home/20241021513424/en/>



Consumers Crave Sustainable Travel Options

The average American is increasingly aware of the environmental impact of their actions and the general state of pollution, especially as it relates to plastic:

- 85% of Americans think that plastic waste pollution is a serious and concerning problem¹
- 1 in 3 Americans say they’ve reduced how much plastic they’re using²

Grove announces a “Beyond Plastic™ Stay” partnership pilot with hotel management company Crescent Hotels & Resorts to create a more sustainable hotel experience for eco-conscious travelers and educate them about the sustainable products available today to Go Beyond Plastic™ while supporting Crescent Hotels & Resorts’ efforts to make the hospitality industry more sustainable. The guest journey allows for multiple education

touchpoints to help guests learn about sustainable swaps to incorporate into their home routines. (Photo: Business Wire)

- 83% of travelers confirm sustainable travel is important to them³

Conscientious consumers are increasingly choosing products to support sustainability journeys for themselves, their families, and their homes - and want to continue those planet-friendly habits on the road. But the nature of tourism operations, the scale needed for high turnover rooms, and general consumer expectations and behaviors around hospitality makes that more challenging. This is especially true when considering there are few options for hotel stays that have sustainability in mind - especially as it relates to single-use plastic waste.

Meeting the Consumer Need: The *Beyond Plastic™ Stay*

The *Beyond Plastic™ Stay*, a more sustainable hotel experience, is brought to life through a partnership pilot between sustainable retailer [Grove Collaborative](#) and hotel management company [Crescent Hotels & Resorts](#). This partnership aims to educate guests about the sustainable products available today to Go Beyond Plastic™ while supporting Crescent Hotels & Resorts' efforts to make the hospitality industry more sustainable - starting with the properties they manage. Guests will be able to select the "*Beyond Plastic™ Stay*" as an option when reserving a room at any of the participating properties across all booking platforms, similar to selecting a King Size or Double Queen room, starting at a \$50 premium. The guest journey allows for multiple education touchpoints to help guests learn about sustainable swaps to incorporate into their home routines.

Individual rooms have been updated at a number of Crescent Hotels & Resorts locations, with an [assortment of sustainable products](#) to reduce the environmental impact of an individual's hotel stay. This includes:

- **Back of House** - cleaning products from Grove Co., For Good, and Seventh Generation to make turning over the room and preparing for guests more sustainable, prioritizing refill systems for cleaning and opting out of single-use plastic items.
- **In-Room** - personal care and home products from Grove Co., Alpine Provisions, and Plant Therapy to minimize the impact of guest's individual stays, prioritizing refill systems, bamboo paper, and more sustainable packaging materials.
- **Sundry** - additional personal care items from Grove Co., Spinster Sisters, The Humble Co., and Kitsch for purchase should guests forget any essentials during their travels.

By using refill systems and products that opt for more sustainable packaging materials than single-use plastic, each guest that opts into the Beyond Plastic™ Stay saves approximately 50 standard sized water bottles worth of single-use plastic⁴.

Properties participating in the pilot program include:

- [Grand Bay Hotel San Francisco](#), San Francisco, CA
- [The Ven at Embassy Row](#), Washington, D.C.
- [Tapatio Springs Hill Country Resort](#), outside of San Antonio, TX
- [The Inverness Denver, a Hilton Golf & Spa Resort](#), Denver, CO
- [Hotel Vance](#), Portland, OR

As the pilot advances, Crescent Hotels & Resorts will look to onboard additional managed properties to the program. To explore the products featured in the *Beyond Plastic™ Stay*, visit www.Grove.co/BeyondPlasticStay. For more information on the partnership overall, visit www.BeyondPlasticStay.com.

Nationwide Sweepstakes

As part of the partnership pilot launch, Grove and Crescent Hotels & Resort have announced a nationwide sweepstakes to enable one eco-conscious traveler and a companion to experience the *Beyond Plastic™ Stay*. Winners of the nationwide sweepstakes will receive:

- Two comped nights at one of the participating properties
- \$1,000 Visa Gift Card to use towards flights and travel expenses
- A \$500 credit to Grove to explore the full suite of products featured in the *Beyond Plastic™ Stay* experience - and more!

To enter to win, entrants will need to:

- Follow @GroveCollaborative and @crescent_hotelsandresorts on Instagram
- Like Grove's Instagram Reel promoting the Sweepstakes
- Post a comment on Grove's Instagram Reel tagging two (2) friends they would like to travel sustainably, including the hashtags #beyondplasticstayvacation and #sweepstakesentry
- Share their email at <https://www.grove.co/welcome/vacation-sweepstakes>

For the official sweepstakes rules, visit: <http://grove.co/g/vacation-sweepstakes-terms>

About Crescent Hotels & Resorts

Crescent Hotels & Resorts is an award-winning, nationally recognized, operator of hotels and resorts with over 120 properties in the United States & Canada. Crescent is one of the few elite management companies approved to operate upper-upscale and luxury hotels under the brand families of Marriott, Hilton, and Hyatt. Crescent also works with a collection of independent and lifestyle properties under the Latitudes Collection umbrella. These properties include PGA National Resort, The Opus Westchester, Autograph Collection, and The Williamsburg Inn. Powered by innovative, forward-thinking experts, Latitudes is a modern management platform for lifestyle hotels and resorts where creative concepts connect with modern travelers from urban boutique hotels to oceanside resorts.

About Grove Collaborative

Grove Collaborative Holdings, Inc. (NYSE: GROV) is the one-stop online destination for sustainable everyday essentials. Driven by the belief that changing the world starts with what you bring into your home, Grove creates and curates household cleaning, personal care, health and wellness, laundry, clean beauty, baby, and pet care products from over 240 brands that help you Go Beyond Plastic. Everything Grove sells meets a higher standard — from ingredients to performance to packaging and environmental impact — so you get a great value without compromising your values. With Grove, you can see, track, and celebrate your sustainable choices. Be a force of nature at Grove.com.

¹ <https://www.worldwildlife.org/blogs/sustainability-works/posts/what-do-americans-think-about-plastic-waste-in-2024>

² <https://www.pbs.org/newshour/science/1-in-3-americans-say-theyve-reduced-how-much-plastic-theyre-using>

³ <https://news.booking.com/latest-bookingcom-sustainable-travel-data-reveals-ongoing-challenges-for-consumers--highlights-a-heightened-opportunity-for-cross-industry-collaboration/>

⁴ Based on the standard weight of 16.9 oz. single-use plastic water bottles (33 water bottles = one pound of plastic). To calculate how much plastic a product can avoid, Grove finds the difference between the amount of plastic in the leading packaging format of a conventional, single-use plastic product of equal size or number of uses and the amount of plastic in a reduced-plastic product purchased from Grove.

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