



Kishu Charcoal Media Kit: FOUNDER BIO

Kishu founder Judith Bershof was born in Denver, Colorado. After careers in public broadcasting, cable television, finance and real estate, her passion for the environment inspired her to start her own business. Tired of throwing away her water pitcher's plastic filter every few months, and driven to find a new, more earth-friendly way to filter her tap water, she discovered a material the Japanese have been using for centuries: activated charcoal. Working with



artisans in Japan, Judith decided to offer this incredible material to like-minded consumers around the world, and so Kishu Charcoal was born.

Kishu Charcoal has grown from a part-time, basement business to the full-fledged operation it is today, with products placed in Whole Foods Market, Sprouts Farmers Market, and nearly 200 grocery and housewares stores across the U.S., Canada and Western Europe. Kishu Charcoal is also available on [Amazon.com](https://www.amazon.com) and [kishucharcoal.com](https://www.kishucharcoal.com).

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