

# Everything you need to know about our packaging



## Our ambition for a sustainable future

We want to recover all of our packaging so that more is recycled and none ends up as litter

## To achieve our ambition, we will...

Improve the sustainability of our packaging



Doubling the amount of recycled plastic in our bottles to **50% by 2020**

Use our brands to encourage recycling



Launching our **biggest ever campaign** to promote recycling to consumers

Champion new ways to recover packaging



Trialling an on-the-go bottle **recovery and reward scheme**

## Today our packaging...

Is **100% recyclable**



## Uses recycled materials



**25%**

The amount of recycled plastic in our bottles



**49%**

The amount of recycled aluminium in our cans



**56%**

The amount of recycled glass in our glass bottles

## Is lighter than ever

Since 2007 we've decreased the weight of our packaging by 27%



We've almost halved the plastic in 500ml Coke bottles over the last 20 years



Our aluminium cans are as thin as a human hair



Our new Abbey Well Twist bottle uses 32% less plastic than before

## Uses renewable materials



PlantBottle™ is the first ever fully recyclable plastic bottle made partially from plants

It is used in GLACÉAU Smartwater and Honest bottles