

Our 100% recyclable bottles are made to be remade. And we want Every Bottle Back.

America's leading beverage companies are working together to reduce our industry's plastic footprint through our new **Every Bottle Back** initiative. We're using less new plastic and investing in efforts to get our bottles back so we can remake them into new ones.

Our Commitment

We're working together to help ensure our plastic bottles become new bottles, and they don't end up in our oceans, rivers and beaches.

Making 100% Recyclable Bottles

We're carefully designing our plastic bottles to be 100% recyclable—even the caps.

Our unique plastic bottles are made from PET because it's strong, light, valuable, and most importantly, easy to recycle and make into new bottles.



Raising Awareness & Supporting Recycling Efforts

We're investing in awareness campaigns to reinforce and promote the value of our 100% recyclable plastic bottles and supporting communities across the country in their efforts to improve recycling.



Measuring Our Plastic Footprint

World Wildlife Fund is providing strategic, scientific advice to help measure our industry's efforts to reduce our plastic footprint.



Adding Message on Packaging

Our companies are coming together to voluntarily introduce a new on-pack message to promote the recyclability of our plastic bottles and caps.



Investing in Recycling Infrastructure

We're working to improve the quality and availability of recycled plastic in key regions of the country by directing the equivalent of \$400 million to **The Recycling Partnership** and **Closed Loop Partners** through a new \$100 million industry investment that will be matched three-to-one by other grants and investors.