



# OUR 100% RECYCLABLE BOTTLES ARE MADE TO BE REMADE. AND WE WANT EVERY BOTTLE BACK.

The Coca-Cola Company, Keurig Dr Pepper and PepsiCo 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 INVESTMENT IN THE DALLAS-FORT WORTH METROPLEX

As part of this sustained initiative, we will invest in the Dallas-Fort Worth Metroplex to modernize the collection, recycling and processing of recyclable material in the region. Additionally, we are partnering with local governments and community leaders to help educate consumers on how to recycle better and decrease recycling contamination.

### INVESTING \$2 MILLION TO PROCESS MORE PET PLASTIC BOTTLES

We're making investments to modernize and expand the Balcones Material Recovery Facility (MRF) to yield more than 3 million new pounds of recovered PET plastic annually. The Balcones MRF will be upgraded with state-of-the-art technology to improve the processing of all recyclable materials.



### EXPANDING RECYCLING ACCESS TO MORE THAN 50,000 MULTI-FAMILY RESIDENTS IN THE DALLAS METROPLEX

We're expanding recycling access to 50,000 residents living in 20,000 multi-family units in the Dallas Metroplex by providing upgraded recycling vehicles, on-site educational outreach, new containers, in-unit bin and totes to deposit recyclable materials.



### ENGAGING WITH FORT WORTH RESIDENTS IN 232,000 HOMES TO INCREASE RECYCLING

We're teaming up with the City of Fort Worth to educate residents on how to recycle and cut down on contamination of recyclable materials by door-to-door outreach and best-in-class educational materials.



### PARTNERING WITH THE NORTH CENTRAL TEXAS COUNCIL OF GOVERNMENTS (COG) TO EDUCATE RESIDENTS ACROSS 230 COMMUNITIES

We're providing a grant to support the North Central Texas COG's public service campaign "Know What To Throw" to educate residents across 230 communities about how to decrease contamination of valuable recyclable materials, like PET bottles and aluminum cans.