



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 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 BIG BEAR, CALIFORNIA

As part of this sustained initiative, we are investing in the city of Big Bear to transition the community from recycling bins to carts to increase the collection, recycling and processing of recyclable material in the city. Additionally, we are partnering with The Recycling Partnership to help educate consumers on how to recycle better and decrease recycling contamination.

INVESTING \$166,000 TO UPGRADE RECYCLING PROGRAM

We're making investments to provide residents with free, lidded curbside carts that will increase the capacity of recyclables collected, improve recycling rates and help prevent plastic waste from ending up in Big Bear's scenic environment.



EXPANDING CURBSIDE RECYCLING ACCESS TO MORE THAN 12,000 HOUSEHOLDS

We're making recycling accessible and convenient by providing 12,000 households with upgraded curbside carts.



ENGAGING WITH RESIDENTS IN BIG BEAR TO INCREASE RECYCLING

We're teaming up with The Recycling Partnership to educate residents on how to recycle and cut down on contamination of recyclable materials by leveraging direct-to-resident outreach and best-in-class educational materials.



CREATING A STRONG LOCAL MARKET FOR RECYCLED PLASTICS

This investment is providing additional support for improvements at the existing local transfer station. This allows the region to accumulate and efficiently ship recyclables to a materials recovery facility (MRF) in San Bernardino County helping to create a strong local market for recycled plastics.



INCREASING RECYCLABLE MATERIALS COLLECTED IN THE REGION

The new curbside carts are estimated to collect 33 million pounds of recyclable materials over 10 years, of which 495,000 pounds will be aluminum and 1.3 million pounds will be polyethylene terephthalate (PET), both of which are used to make 100% recyclable cans and bottles.