



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 KENOSHA, WISCONSIN

As part of this sustained initiative, we will invest in the city of Kenosha to convert its current plastic bag recycling system to curbside recycling carts. Additionally, we are partnering with environmental and sustainability leaders to help educate consumers on how to recycle better and decrease recycling contamination

INVESTING \$520,000 TO MODERNIZE THE CURRENT RECYCLING SYSTEM

We're making investments to help 32,000 households convert from an outdated plastic bag recycling system to 96-gallon, curbside recycling carts. Currently, Kenosha's recyclable materials are sent to a materials recovery facility (MRF) that does not accept bagged recyclables, resulting in unnecessary landfilling of valuable materials, including recyclable plastic bottles.



SUPPORTING A SAFER, AUTOMATED SYSTEM

This modernization will support the automation of recycling collection so that carts will be lifted and dumped into trucks via an automated arm, upgrading from the city's current labor intensive, manual collection of bags.



ENGAGING WITH RESIDENTS 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 door-to-door outreach and best-in-class educational materials.



INCREASING RECYCLABLE MATERIALS COLLECTED

Over the next 10 years, the investment is estimated to yield 54 million pounds of new recyclables, including 2.1 million new pounds of polyethylene terephthalate (PET), which are used to make 100% recyclable bottles.