



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 LOUISVILLE, KENTUCKY

As part of this sustained initiative, we will invest in Louisville, Ky., to provide free recycling containers and launch a recycling campaign to help areas of the community recycle safely and effectively.

INVESTING \$500,000 TO PROVIDE UPGRADED RECYCLING CONTAINERS

We’re making investments to provide free higher-capacity recycling containers to 28,000 households, all to collect and process more recyclable materials, including 100% recyclable beverage bottles and cans.



INCREASING RECYCLABLE MATERIALS COLLECTED

Overall, the project is expected to yield 35 million new pounds of all recyclables over 10 years, including 1.4 million new pounds of recycled PET.



LAUNCHING A PUBLIC AWARENESS CAMPAIGN TO REDUCE LITTER

This effort will raise awareness in areas of the community to prevent valuable recyclable materials, like plastic beverage bottles, from ending up where they do not belong.



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 with best-in-class educational materials.