

AMERICA'S BEVERAGE COMPANIES ARE REDUCING THEIR PLASTIC FOOTPRINT.

The Industry's
Plastic
Footprint
DECLINED
5.5%



The Amount of
**RECYCLED
PLASTIC**
in Bottles
**MORE THAN
DOUBLED**
from **5.7%** to **13%**



The Majority
of Beverage Bottles
**NOW INCLUDE
RECYCLED
PLASTIC**
which is a
28%
increase



How is this happening?

One of the beverage industry's highest priorities is to create a circular economy for our plastic bottles and decrease our use of new plastic. Under the **Every Bottle Back** initiative, we're taking action at every stage of the life cycle of our plastic bottles to ensure they are remade.

We're designing our plastic bottles to be 100% recyclable, including the caps. And we're making more plastic bottles out of **100% recycled plastic.***

We're adding recycling reminders to our bottles to inspire consumer confidence that a bottle recycled is a bottle that can be remade.

We're **modernizing recycling infrastructure** by investing \$100 million that will leverage nearly a half billion dollars, and advocating with World Wildlife Fund for well-designed collection policies.



Learn more at
EveryBottleBack.org



Scan to view
the full plastic
footprint report.



*Excludes Caps & Labels

Note: Data range from baseline 2018 - 2021