

## Media Release

### **NEW COMMITMENT TO REDUCE PLASTICS, PACKAGING WASTE**

#### **100% of Coca-Cola Amatil packaging to be recyclable by 2025, including bottles, cans, plastic wrap, glass and cardboard**

**26 September 2018**

Australian beverages manufacturer Coca-Cola Amatil today announced a commitment for 100 per cent of its Australian packaging to be recyclable by 2025, including all bottles, cans, plastic wrap, glass and cardboard. The company will also work towards phasing out unnecessary single-use packaging through improved design, innovation or the use of recycled alternatives.

Group Managing Director Alison Watkins said the commitments were part of the National Packaging Targets announced by Federal Environment Minister, the Hon Melissa Price MP.

"As a beverages manufacturer, we're serious about playing our part in addressing recycling," Ms Watkins said.

"We've heard the community message loud and clear - that unnecessary packaging is unacceptable and we all need to work together to reduce the amount entering litter streams, the environment and the oceans.

"The National Packaging Targets aim to make a substantive improvement in packaging waste reduction, which is why we're proud to be a founding supporter and to champion their implementation by industry."

Australia's 2025 National Packaging Targets are:

- 100% of *all* Australia's packaging will be reusable, recyclable or compostable by 2025 or earlier
- 70% of Australia's *plastic* packaging will be recycled or composted by 2025
- 30% average recycled content will be included across all packaging by 2025
- Problematic and unnecessary single-use plastic packaging will be phased out through design, innovation or introduction of alternatives

Earlier this year the Mount Franklin 600ml bottle was launched using 100% recycled content, with trials under way on reaching an average 50 per cent recycled content across the Australian portfolio by 2020.

Ms Watkins said the Targets were in addition to existing commitments on plastics and packaging reduction, including the aspiration of "World Without Waste" – a Coca-Cola Company goal to collect and recycle one bottle or can for every one produced, worldwide, by 2030.

Amatil and brand partner and shareholder The Coca-Cola Company is also developing sustainable packaging goals to increase the recycled content in plastic bottles and support recycling collection in Australia. Recognising the threat of marine plastic litter, The Coca-Cola Company this week joined governments and industry leaders to sign onto the Ocean Plastics Charter. Originally adopted at the 2018 G7 Summit, the Ocean Plastics Charter calls on governments, industry and the public to rethink their relationship with plastics.

**For further information:**

Patrick Low

Mobile: +61 447 121 838

Email: [patrick.low@ccamatil.com](mailto:patrick.low@ccamatil.com)

**About Coca-Cola Amatil:** Coca-Cola Amatil is one of the largest manufacturers and distributors of ready-to-drink non-alcohol and alcohol beverages, coffee and ready-to-eat food snacks in the Asia Pacific region. Coca-Cola Amatil is also the authorised manufacturer and distributor of The Coca-Cola Company's beverage brands in Australia, New Zealand, Fiji, Indonesia, Papua New Guinea and Samoa. Coca-Cola Amatil directly employs around 13,000 people and indirectly creates thousands more jobs across the supply chain, partnering with key suppliers to manufacture, package, sell and distribute its products. With access to more than 270 million potential consumers through more than 950,000 active customers Coca-Cola Amatil is committed to leading through innovation and building a sustainable future and delivering long-term value to shareholders. [www.cccamatil.com](http://www.cccamatil.com)