

Media Release

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Mount Franklin takes a 'Sip in the right direction'

Mount Franklin is launching a new campaign to drive awareness of the brand's commitment to packaging sustainability and letting Australians know we are taking a 'Sip in the right direction'.

The campaign features:

- A new label design for Mount Franklin's popular 600ml still spring water bottle. The new label makes it clear the bottles are now made from 100% recycled plastic and features a message encouraging consumers to recycle the bottle.
- A new TVC 'Life Reincarnated' with an Ibis voiced by comedian Dave Hughes who encourages Australians to recycle Mount Franklin bottles, which are made from 100% recycled plastic so they can have the chance to be a bottle again.

Peter West, Managing Director of Australian Beverages at Coca-Cola Amatil, said Mount Franklin is committed to doing the right thing for the Australian environment and for future generations.

"We've heard the community message loud and clear that packaging waste is unacceptable.

"Today all our Mount Franklin bottles for Still and Lightly Sparkling (1litre and less) are made from 100 per cent recycled plastic and are 100 per cent recyclable.

"On the 600ml still spring Mount Franklin bottle we have a new message encouraging Australians to recycle in the right way so they can be made into bottles again."

Dave Hughes said: "When the team at Mount Franklin needed someone to voice a bin chicken, they immediately thought of yours truly. Am I offended? Of course not, the ibis is a national treasure! And Mount Franklin bottles being made from 100% recycled plastic is something to celebrate too."

Amatil's commitment to using recycled plastic builds on sustainable packaging initiatives to reduce or replace plastic across the whole portfolio. This includes 7 out of 10 plastic bottles in Australia now being made entirely from recycled plastic, removing plastic straws from sale, light-weighting (making plastic bottles less heavy so the production and distribution process is more efficient) and forming partnerships with environmental organisations to clean up waste in our environment.

Mount Franklin's 'Sip in the right direction' campaign supports The Coca-Cola Company's vision for a 'World Without Waste' – which includes a goal to collect and recycle a bottle or can for every one it sells by 2030.

Notes to editors

- Mount Franklin's new label is on shelf now in stores across Australia (pictured below)
- The 'Life Reincarnated' commercial will be on TV, digital platforms, billboards and street furniture across Australia. Click [here](#) to view the TVC now on screens
- High resolution images are available on request *#Ends*

For further information:

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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.ccamatil.com