

Suntory Beverage and Food GB&I Invests £6m to support recycling of Lucozade
*UK's biggest sports drink brand to save 3,500 tonnes of new plastic from
being made with major sustainability changes*

7TH June 2021 - Suntory Beverage and Food Great Britain & Ireland (SBF GB&I) is investing £6m to support the recycling of its bottles by renovating the packaging of its Lucozade brand.

Millions are being invested to ensure that the Lucozade Sport bottle is only made from recycled plastic. This alone will save 3,400 tonnes of virgin plastic being produced annually. Alongside this the bottle will be redesigned with a smaller label – reducing the volume of plastic used previously and ensuring that every bottle can be recycled back into another bottle.

Although they've always been recyclable, the new labels which feature on-pack recycling prompts, ensure that the bottles can be sorted into the clear waste stream to be recycled back into bottles at UK recycling centres.

In total the changes represent a saving of 3,500 tonnes of virgin plastic and 9,000 tonnes of CO₂, contributing towards the company's net zero ambition.

This is because the shift from using virgin plastic made from fossil fuels to recycled plastic (rPET) reduces CO₂ emissions by approximately 79%¹. New targets announced by SBF GB&I recently set its ambition to reduce greenhouse gas emissions by 50% by 2030 on the way to net zero by 2050.

These sustainability commitments form part of the company's £7.8M investment to make its packaging more sustainable. Other recently launched initiatives include a newly designed Ribena bottle and the replacement of plastic straws with paper alternatives on all Ribena cartons. Further changes will come next year as the business works towards its commitment to make plastic packaging completely sustainable by 2030.

Toby McKeever, Chief Operating Officer at SBF GB&I: "This investment into our iconic Lucozade brand marks a huge step towards our 2030 sustainable plastic packaging goals and makes the UK's biggest sports drink brand also one of the most sustainable.

"From professionals to grassroots players, Lucozade Sport is a staple for athletes across the country and I urge these sports drink fans to go the extra mile and recycle their bottle. Part of our Growing for Good vision is to minimise our environmental impact and keeping our bottles in circulation is a crucial part of this."

Lucozade Sport's new rPET bottles and reduced sleeve design have been endorsed by a raft of recycling organisations, including the Recycling Association, who praised the investment from SBF GB&I.

¹ <https://blog.alpla.com/en/press-release/newsroom/study-confirms-excellent-carbon-footprint-recycled-pet/08-17>

The Recycling Association CEO Simon Ellin said: “We have been critical in the past of brands using a full plastic sleeve around their bottles. Suntory Beverage and Food GB&I have gone above and beyond remedying this in their re-design, by not only minimising the plastic sleeve, and ensuring the whole bottle is recyclable, but they’ve moved to using 100% recycled material in its manufacture too. This is market leading and we fully applaud them for their efforts.”

Rebecca Pow, Environment Minister added: “I am pleased to see Suntory Beverage and Food GB&I make this investment into their Lucozade brand - this is exactly the sort of ambitious leadership we need from industry to ensure more materials are recycled and reused.

“Through our landmark Environment Bill, we will create deposit return schemes for drinks containers, encourage more recyclable packaging through extended producer responsibility, and put in place consistent recycling collections which will transform the way we deal with plastic waste.”

ENDS

Notes to Editors

Included in this programme of packaging changes is a switch for Lucozade Energy to 30% rPET bottles, which will happen in early 2022 and an easy-to-recycle transparent sleeve on Lucozade Energy, on shelves now.

Drink	Change	Timescales
Lucozade Sport	Move to 100% recycled PET bottle	By the end of 2021
	Reduced sleeve (50% of original size)	By the end of 2021
	Recyclable alternative to silicon valve	2022
Lucozade Energy Core (Orange, Original, Zero and Revive)	Fully transparent sleeve	Rolling out Now
	Move to 30% recycled PET bottle	By early 2022
	Move to 50% reduced sleeve	2022

Additional quotes

Helen Bird, Strategic Engagement Manager WRAP, “For used plastic bottles to be recycled into new it’s critical that businesses optimise the recyclability of their products so that a high-quality material can be reclaimed. The changes made to the iconic Lucozade brand not only means less plastic will be used but will increase the possibility that these bottles are recycled correctly. This is a great step by SBF GB&I in their journey towards full circularity and The UK Plastics Pact targets, and WRAP welcomes the changes they have made.’

Paul East, RECOUP Packaging Sustainability Manager. "RECOUP endorse the label changes made by Suntory Beverage & Food GB&I on their Lucozade Sports bottle. The reduction of the label will allow 50% of the bottle to be seen meaning that they can be more easily identified in sorting centres for recycling. Taking these steps to ensure more material is captured for recycling not only leads the way for others to follow but also highlights how small changes can make a big difference."

About Suntory Beverage & Food Great Britain and Ireland

Suntory Beverage & Food Great Britain and Ireland (SBF GB&I) is one the leading soft drinks businesses in the UK and Ireland. SBF GB&I was formed in 2014 as Lucozade Ribena Suntory and is part of Suntory Beverage & Food Europe. Our much-loved soft drinks brands include Lucozade Energy, Lucozade Sport, Lucozade Revive, Ribena, Orangina and May Tea. Our business is driven by our "Yatte Minahare" spirit and our role is to have a positive impact on the lives of our consumers by providing them with a responsible choice of great-tasting drinks that people can feel good about while enabling them to lead active lifestyles.

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