

Lucozade Ribena Suntory unveils path to reach 100% sustainable plastic bottles, within a decade

- Lucozade Ribena Suntory (LRS) sets out roadmap to use fully recycled or plant-based materials across entire portfolio by 2030, to reach the Suntory Group's global ambition of 100% sustainable PET
- Major drinks brands including Lucozade Energy, Lucozade Sport and Ribena will move towards sustainable plastic packaging
- Ambition will see LRS move away from new plastic made from fossil fuels in its supply chain

LONDON, UK (12 September 2019) – Lucozade Ribena Suntory, through its parent company Suntory Beverage and Food Europe (SBFE) today sets out its plan to move to 100% sustainable plastic bottles within a decade, fully moving away from virgin plastic derived from fossil fuels which is the Suntory Group's global ambition.

By 2030, the company that makes some of UK and Ireland's best loved drinks – including Lucozade Energy, Lucozade Sport and Ribena – will aim to use plastic that has been previously used or bio-sourced (plant-based) to reach its 100% sustainable plastic packaging target.

Embracing existing mechanical recycling processes – and investment in new, innovative technologies like enzymatic recycling and Japanese Flake to Preform processing – will be crucial for helping the company to make the change.

By accelerating its existing efforts, and through supporting deposit return schemes across the UK, the company will initially use 50% sustainable plastic packaging (rpet) across primary packaging by 2025.

Peter Harding, CEO Suntory Beverage and Food Europe said, "It is our founding promise to coexist with people and nature. Plastic waste is not acceptable – and we are investing to find new and innovative solutions to address this global issue."

The move is in line with the Suntory vision of Growing for Good and is a key component of the region's sustainability framework that calls for action to respect natural resources by using less and better packaging and producing less waste.

Harding adds, "Our priorities are limiting our impact on natural resources, eliminating waste, and reducing our carbon footprint. The changes and innovations we are making are massive – they are set to remove thousands of tonnes of new plastic made from fossil fuel from our manufacturing operations every year. This will also contribute to a significant reduction in CO2 emissions since sustainable plastic has a lower carbon footprint than making new plastic."

SBFE has already started to make the change with the announcement of a consortium with Carbios, a company pioneering new, bio-industrial solutions to reinvent the lifecycle of plastic and textile polymers.

For its packaging to be fully sustainable Lucozade Ribena Suntory is also making its packaging 100% recyclable to enable bottle-to-bottle recycling. It will increase consumer communications and marketing campaigns to encourage recycling and responsible disposal and will ensure all packaging is clearly marked to show how it should be recycled.

Carol Robert, COO Lucozade Ribena Suntory says, “I am so pleased to reveal such an ambitious goal of 100% sustainable plastic. Lucozade Ribena Suntory has had a fantastic year in terms of the sustainability partnerships and initiatives it has been able to announce in 2019, so this feels like a logical, if ambitious, next step.”

Lucozade Ribena Suntory is driving towards SBFE’s plastic ambition with its own initiatives and technology already in place or in the design phase. Last month, Lucozade Ribena Suntory was able to announce a government grant secured by Ooho manufacturer Notpla. This will enable them to roll out their edible, plastic-free packaging innovation more widely after successful trials at mass participation events, including the Virgin Money London Marathon. Earlier this year, Lucozade Ribena Suntory also announced a bottle redesign across its core drinks, to reduce the full printed sleeves that cover some of the manufacturer’s bottles. By reducing the sleeves and increasing their transparency, automated sorting machines in UK recycling centres will be better able to identify the packaging and ensure that each bottle has the optimum chance of being recycled back into plastic bottles.

Lucozade Ribena Suntory has already taken positive steps to ensure its new drinks, like Lucozade Sport Fitwater and Ribena Frusion, are designed with bottle-to-bottle recycling in mind. The latest launches from the Gloucestershire-based manufacturer have sufficiently transparent labels, meaning they can be fully recycled within the current UK recycling infrastructure. Ribena Frusion is also manufactured in 100% recycled plastic (rPET) 420ml bottles, ensuring no new plastic needs to be produced.

Robert concludes, “As one of the UK’s leading soft drinks manufacturers, we have the responsibility and opportunity to ensure future generations inherit and enjoy a healthy planet. For us, this means creating great tasting drinks that people can feel good about, so we’re working every day to deliver commitments across our entire value chain to make this a reality.”

Reducing plastic in its supply chain will continue to be a key focus. Initiatives will focus on eliminating plastic waste, further light weighting bottles and exploring innovative and alternative sources of materials to replace plastic.

###

Further information:

- Japanese Flake to Preform technology is the first-of-its-kind PET preform manufacturing technology that streamlines the recycling process of making PET bottles out of used PET bottles, thus being more environmentally efficient.
- Preform is the intermediate step of the PET bottle making process. It is first injected from PET resin. And then it is heated and stretch blow molded to produce the final PET bottles
- CO2 emissions from recycled plastic (rPET) production are approximately 50% lower on average than those from manufacturing virgin plastic

About Lucozade Ribena Suntory:

Lucozade Ribena Suntory (LRS) is one of the leading soft drinks businesses in the UK and Ireland. LRS was formed in 2014, and is part of Suntory Beverage and Food Europe. Our much-loved soft drinks brands include Lucozade Energy, Lucozade Sport, Fitwater, Ribena, Orangina and True Nopal Cactus Water. 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 and enabling them to lead active lifestyles.

For further information, please visit: www.lrsuntory.com

About Suntory Beverage & Food Europe:

Suntory Beverage & Food Europe (SBFE) is one of five regional divisions of the Japan-based Suntory Group, the world's third largest drinks company. We're proud to be part of a family-owned business with its inspiring 120-year heritage and we are guided by Shinjiro Torii's founding spirit.

SBFE is made up of 3,800 passionate people working in business units throughout Europe on hugely iconic brands including Schweppes, Orangina, Lucozade, Ribena, La Casera, Oasis, Pulco, MayTea, TriNa and Sunny D with a commitment to producing great-tasting, healthier drinks.

Everything we do flows from our **Mizu To Ikiru** promise. We believe in balance. Nature is at the heart of our business, and we're working every day to ensure that future generations inherit and enjoy a healthy planet.

For more information about our company visit <https://www.suntorybeverageandfood-europe.com>

About Carbios:

Carbios is a green chemistry company whose innovations provide solutions to the environmental and sustainable development issues manufacturers currently face. Since its founding in 2011, the company has developed two industrial-scale biological processes for the biological breakdown and recycling of polymers. These unique innovations help optimise the performance and life cycle of plastics and textiles by capitalizing on the properties of specially selected enzymes. Carbios' economic growth model is based on the industrial roll-out and sale of its products, enzymes, technologies and biological processes through direct licence agreements or joint ventures, to major players in the fields to whom they would most benefit. www.carbios.fr