

Everything you need to know about our packaging



Our ambition for a sustainable future

We want to recover all of our packaging so that more is recycled and none ends up as litter

To achieve our ambition, we will...

Improve the sustainability of our packaging



Use our brands to encourage recycling



Launching our
biggest ever
campaign to
promote recycling
to consumers

Champion new ways to recover packaging



Trialling an on-the-go bottle recovery and reward scheme

Today our packaging...

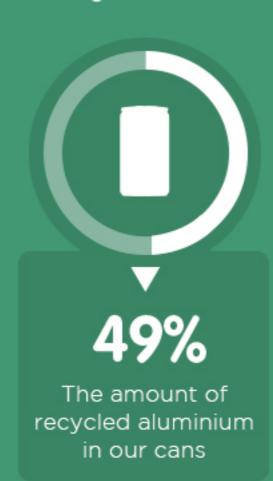
ls 100% recyclable

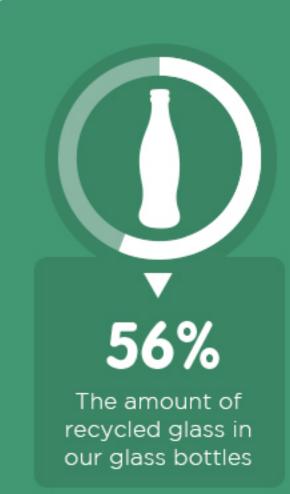




Uses recycled materials







Is lighter than ever

Since 2007 we've decreased the weight of our packaging by 27%



We've almost halved the plastic in 500ml Coke bottles over the last 20 years



Our aluminium cans are as thin as a human hair



Our new Abbey Well Twist bottle uses 32% less plastic than before



Uses renewable materials

PlantBottle™ is the first ever fully recyclable plastic bottle made partially from plants

It is used in GLACÉAU Smartwater and Honest bottles