

Lucozade-Backed Edible Packaging Gets Government Funding

A Lucozade Ribena Suntory-backed edible, plastic-free packaging innovation is taking a step closer to being rolled out on the high-street – thanks to newly secured Government funding.

The capsules, called Oohos, are made entirely from seaweed extract, a material called Notpla™ and offer a way to deliver drinks under 100ml in a plastic-free form. They are not only completely edible but also naturally biodegrade in four to six weeks – just as quickly as a piece of fruit.

The funding, secured by Ooho manufacturer Notpla, in partnership with Lucozade Ribena Suntory and Vita Mojo, has been awarded by Innovate UK, part of UK Research and Innovation – the UK Government’s innovation agency.

The funding will focus on perfecting the technology behind Oohos, with the aim of creating a machine that could be installed in gyms or restaurants and manufacture up to 3,000 Oohos a day with drinks like Lucozade Sport.

This is an exciting and essential step towards unlocking the potential of Ooho - and one that Lucozade Ribena Suntory is proud to be a part of, as the company looks to reduce the amount of plastic it uses. Most recently, over 36,000 Lucozade Sport Oohos were sampled at the 2019 Virgin Media London Marathon, which had very positive responses from consumers.

Michelle Norman, Director of External Affairs and Sustainability at Lucozade Ribena Suntory comments: *“Oohos offer Lucozade Ribena Suntory a completely new and innovative way to deliver on-the-go servings of Lucozade Sport to consumers. With Government backing, we are excited to see how Oohos can be rolled out and made more widely available. We are proud to be collaborating with Notpla on this new evolution in manufacturing and we will continue to make positive steps to become as sustainable as possible.”*

Lise Honsinger, CFO at Notpla, adds: *“Notpla is thrilled to have received Government support for this project, as it moves us one step closer to seeing our product commercialised, and also allows us to grow the team, creating four new engineering roles this year. It is great to have Lucozade Ribena Suntory on board, supporting us as a trial partner, as well as restaurant Vita Mojo.”*

The partnership with Ooho sits alongside a number of other innovative moves that see Lucozade Ribena Suntory reinvent its relationship with single-use plastics. Earlier this year, the company announced a bottle redesign across its core drinks, putting bottle-to-bottle recyclability at the heart of the new design. As a founding signatory of the UK Plastics Pact, the company has also committed to eliminate problematic or unnecessary single-use plastic packaging and ensure 100% of its plastic packaging is reusable, recyclable or compostable by 2025 as part of its goal to eliminate plastic waste.

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Notes to editors

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 & 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

Global Innovation Challenge

Lucozade Ribena Suntory has issued three briefs to innovators around the globe as part of its Global Innovation Challenge.

- The first asks innovators to submit ideas about how the company can significantly reduce the amount of packaging they use.
- The second asks innovators for ways in which Lucozade Ribena Suntory can eliminate, reduce, or improve the sustainability of the plastic used in both shrink case outers (secondary packaging), and the plastic used to wrap pallets (tertiary packaging).
- The third asks innovators to help Lucozade Ribena Suntory improve the sustainability of Ribena Minis and Ribena cartons packaging.

For further information, please see [here](#).

About Innovate UK

Innovate UK drives productivity and economic growth by supporting businesses to develop and realise the potential of new ideas.

We connect businesses to the partners, customers and investors that can help them turn ideas into commercially successful products and services and business growth.

We fund business and research collaborations to accelerate innovation and drive business investment into R&D. Our support is available to businesses across all economic sectors, value chains and UK regions.

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