

LUCOZADE SPORT TRIALS EDIBLE PACKAGING AT SPORTS EVENTS

HYDRATION DELIVERED IN A BIODEGRADABLE SEAWEED LAYER

LONDON – 29th August 2018: Lucozade Sport today announces plans to trial plastic-free sports drinks and gels encased in an edible seaweed outer layer. Brand owner Lucozade Ribena Suntory has teamed up with materials engineering start-up Skipping Rocks Lab to trial their revolutionary Ooho product at selected running events beginning in September 2018.

The Oohos are made entirely from seaweed extract; edible and compostable, they naturally biodegrade in four to six weeks – just as quickly as a piece of fruit. Ooho can be treated exactly like any other natural food and can be eaten or disposed of in food waste bins.

Oohos filled with Lucozade Sport drinks and gels will be trialled at Richmond Marathon on 16th September and Tough Mudder in West Sussex on 29th September. At each trial, hundreds of Oohos will be handed out to participants to gauge their responses to plastic-free hydration. Alongside this, Lucozade Ribena Suntory will be carrying out research to better understand the long-term opportunity for plastic alternatives at mass-participation sporting events.

The Ooho partnership sits alongside a number of other innovative moves that see the company reinvent its relationship with single-use plastics. Most recently, Lucozade Ribena Suntory became a founding signatory of the UK Plastics Pact. As a signatory, the company has agreed to eliminate problematic or unnecessary single-use plastic packaging and ensure 100% of its plastic packaging is reusable, recyclable or compostable by 2025.

Additionally, Lucozade Ribena Suntory is rolling out its Global Innovation Challenge, a call to all innovators and entrepreneurs around the world to find practical solutions to help the company move beyond plastic. More information on the Global Innovation Challenge can be found [here](#).

Lucy Grogut, Head of Lucozade Sport at Lucozade Ribena Suntory, comments: “Lucozade Sport-filled Oohos are a completely new and exciting way to deliver the UK’s favourite sports drink to our consumers. They offer us a hugely exciting opportunity to reduce plastic use in the long-term, especially at mass-participation sporting events. As a company, we are always striving to do the right thing and this partnership is a positive step in becoming more sustainable.”

Pierre Paslier, Co-Founder, Skipping Rocks Lab, adds: “As a sustainable packaging startup, we are pioneering the use of natural seaweed extracts to create packaging with low environmental impact. We’re thrilled to be working with Lucozade Ribena Suntory to trial the use of our edible containers for sports events.”

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About Lucozade Ribena Suntory

Lucozade Ribena Suntory (LRS) is one 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, 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](#).