

## RIBENA ANNOUNCES NEXT GREEN MOVES AFTER SAVING 40,000 TONNES OF PLASTICS OVER 10 YEARS

### A brand on a sustainability mission – a decade of rPET paves the way for further green innovation.

**LONDON – December 2018:** One of the nation’s most loved drinks brands, Ribena, is celebrating over 10 years of making its bottles from 100% recycled plastic, also known as rPET.

Ribena’s use of rPET has prevented 40,000 tonnes of additional plastic from being produced – the equivalent weight of around 30,000 Ford Fiestas.

Ribena was the first UK soft drink brand to use 100% recycled plastic bottles – a move that was a major step forward for sustainable packaging. The brand is now introducing additional ways to make its packaging even more sustainable.

The brand has just finished a successful trial of a new light weighted 500ml bottle – its best-selling drinks bottle – which will save 325 tonnes of plastic annually when the roll out begins in January.

The brand is also moving to ensure that the trays Ribena squash concentrate bottles are delivered on are made from 100% recycled board. This follows an earlier move to make the trays used for Ribena cartons from 100% recycled paperboard. Together these changes should save 406 tonnes of new board from being produced each year.

In a simple move that could have a big impact, brand owner, Lucozade Ribena Suntory is also calling on consumers to push their straws back into Ribena cartons, making the straws easier to collect and recycle. To promote the call to action, the company has taken to social media, using eye-catching animations on [Twitter](#) and [Instagram](#) and asking everyone to do their bit.

Lucozade Ribena Suntory has also partnered with anti-litter charity Hubbub to create content for their weekly vlog educating people on why they should recycle. In a recent episode, Hubbub’s vlogger Sarah Divall goes behind the scenes at Lucozade Ribena Suntory’s Gloucestershire-based factory to see how the company makes new Ribena bottles from recycled plastic: <https://www.youtube.com/watch?v=3K5UbVwAfec>

Ribena’s continued innovation is one of many ways that Lucozade Ribena Suntory is reinventing its relationship with single-use plastics. Most recently, the company signed WRAP’s UK Plastics Pact. As a signatory, it 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. The company has also launched its Global Innovation Challenge, a call to all innovators and entrepreneurs to find practical solutions to help the company move beyond plastic.

**Michelle Norman, Director of External Affairs and Sustainability at Lucozade Ribena Suntory comments:** “We all have a role to play in reducing, reusing and recycling plastic, and Lucozade Ribena Suntory is on a mission to be as sustainable a business as possible. We are extremely proud that we’ve been reusing 100% recycled plastic in our bottles for a decade and we are committed to continued innovation.”

**Peter Maddox, Director at WRAP said :** “As a founding member of The UK Plastics Pact it is fantastic to see Lucozade Ribena Suntory taking proactive steps to minimise its impact on the environment. As a brand, Ribena changed its bottles to 100% rPET more than ten years ago, and it is great to see the company continue to innovate.”

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### **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, enabling them to lead active lifestyles.

For further information, please visit: [www.lrsuntory.com](http://www.lrsuntory.com)

### **About WRAP**

First established in 2000, WRAP is a not for profit organisation which works with governments, businesses and citizens to create a world in which we source and use resources sustainably. Our impact spans the entire life-cycle of the food we eat, the clothes we wear and the products we buy, from production to consumption and beyond.

For further information, please visit: <http://www.wrap.org.uk>