

EDIBLE PACKAGING WORKS OUT: BIODEGRADABLE LUCOZADE SPORT CAPSULES OFFER REFRESHING CHOICE TO GYM GOERS

Lucozade Ribena Suntory trials packaging made from an edible membrane with new vending machine at David Lloyd Clubs

Gym goers in London today are being given a refreshing glimpse into the potential future of sustainable, plastic-free gym hydration. Members at David Lloyd Hampton, South West London, will be the first to try out a new vending machine dispensing edible capsules of Lucozade Sport, thanks to a government-backed innovation project between Lucozade Ribena Suntory (LRS) and sustainable packaging firm Notpla.

The 30ml capsules, called Oohos, are made from an edible membrane. They create a way to deliver the great taste of Lucozade Sport in a plastic-free form that is edible, or biodegrades within four to six weeks.

Funding from the Government's innovation agency, Innovate UK, was secured by Notpla in partnership with Lucozade Ribena Suntory. The grant is supporting LRS's aim of creating a machine that can manufacture and dispense up to 3,000 Oohos a day, bringing the benefits of instant hydration in a plastic-free format to gyms for the first time. This trial will allow LRS to better understand the potential for future use of these machines, using feedback from attendees for further research.

The partnership between LRS and Notpla aligns with the soft drinks company's commitment to eliminate virgin, fossil-fuel based plastic from the business by 2030. This commitment on plastics forms part of the company's *Growing for Good* vision, which has seen the company lead the way on recycled and recyclable plastics since Ribena became the first soft drinks brand to use 100% recycled plastic in 2007.

Jo Padwick, Business Transformation Manager at Lucozade Ribena Suntory comments "Our ambition is to develop the most sustainable packaging possible, going above and beyond to achieve our *Growing for Good* vision. Our collaboration with Notpla to develop more uses for Oohos is just one example of how we're working to achieve our commitment to eliminate virgin, fossil-fuel based plastic in the next 10 years."

Ooho capsules were previously only given out by hand due to the specific environment they needed to be stored in. At today's event they are being dispensed for the first time from a vending machine, showing the progression in technology and paving the way for Oohos to become a real contender in sustainable packaging.

Shreena Bhatt, a gym goer at David Lloyd Hampton comments "It's brilliant to see a leading sports drinks brand take steps towards plastic reduction. It was an odd sensation, but really refreshing and I would definitely use one again. Ideal for quick hydration after an intense workout and still has the same great taste!"

The vending machine is just one of the many opportunities the British public have to try Lucozade in the edible packaging this year. 90,000 will be handed out at the Virgin Money London Marathon alone, with more being provided to race participants at events across the UK.¹

—ENDS—

Notes to Editors

Full list of events at which Lucozade Sport will be offered in Oohos to participants:

- Reading Half Marathon, Sunday 5th April
- Virgin Money London Marathon, Sunday 26th April
- London Marathon Expo, 22nd - 25th April
- Rock N' Roll Liverpool, Sunday 24th May
- Asda Foundation Leeds 10k, Sunday 5th July
- Richmond Runfest, Sunday 13th September
- Nottingham Half Marathon, Sunday 27th September
- Chester Marathon/Metric Marathon, Sunday 4th October
- Cardiff Half, Sunday 4th October

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

¹ See Notes for full list