

America's Beverage Companies Mark 1 Million Recycling Carts Delivered Nationwide Through Landmark Initiative

Three new Massachusetts investments push Every Bottle Back initiative over major milestone

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Contact: media@americanbeverage.org

WASHINGTON – American Beverage today announced a major milestone for its industry-leading initiative, [Every Bottle Back](#): the delivery of 1 million recycling carts to households across the country. Launched by America's leading beverage companies in 2019, Every Bottle Back is strengthening recycling infrastructure and boosting the collection of 100% recyclable plastic bottles and aluminum cans so more of these valuable materials are remade into new ones.

In partnership with The Recycling Partnership and Closed Loop Partners, the initiative has:

- Delivered 1 million curbside recycling carts to residents nationwide.
- Invested \$30 million to improve recycling systems and educate residents across 58 communities, reaching more than 15.3 million Americans.
- Kept a projected 713 million pounds of PET out of landfills and the environment over the next decade.
- Increased projected aluminum recycling by 45 million pounds over the next decade.

"America's beverage companies are working to protect and enhance our environment, tackling plastic waste through real investments and innovation," said Kevin Keane, president and CEO of American Beverage. "Our one millionth cart, made possible by the support of our dedicated partners, shows how we can help make communities more sustainable and vibrant for generations to come."

The millionth cart rolled out with the latest round of [investments](#) supporting South Hadley, Longmeadow and Arlington, Massachusetts. The three towns will receive a combined \$471,200 to upgrade local recycling infrastructure and expand access to curbside recycling carts. To date, Every Bottle Back has invested more than \$1 million in Massachusetts, giving thousands of additional residents the tools they need to recycle more bottles and cans.

"Strong systems don't happen by accident. They are built through smart investments and real partnership," said Keefe Harrison, CEO of The Recycling Partnership. "This milestone is proof that when industry steps up and communities are equipped with the right tools and outreach, we capture more high-value materials and keep them in the supply chain. This is what real systems change looks like: measurable, repeatable and built to last."

"This milestone shows what's possible when industries invest in on-the-ground solutions," said Ron Gonen, founder and CEO of Closed Loop Partners. "One million carts delivered means access to recycling for millions of households, and millions of dollars' worth of packaging materials diverted from landfills – and kept within supply chains. We are proud to work with our

partners to catalyze capital toward key infrastructure and accelerate the transition to a resilient circular economy.”

Learn more about the legacy and sustainability leadership of America’s beverage companies at [MadetoBeRemade.org](https://www.madetoberemade.org).

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About American Beverage

American Beverage is the national trade organization representing America’s leading non-alcoholic beverage companies. We represent a broad spectrum of beverage producers, distributors and franchise companies that make American products with American workers in America’s hometowns. Together, they provide more than 275,000 family-supporting careers and deliver \$324 billion for the U.S. economy nationwide. Visit [AmericanBeverage.org](https://www.AmericanBeverage.org) for more information.

About American Beverage’s Every Bottle Back initiative

The Every Bottle Back initiative is an integrated and comprehensive initiative by The Coca-Cola Company, Keurig Dr Pepper and PepsiCo, alongside sustainability leaders Closed Loop Partners, The Recycling Partnership and World Wildlife Fund, designed to improve plastics circularity. These efforts support individual sustainability commitments undertaken by [The Coca-Cola Company](https://www.TheCoca-ColaCompany.com), [Keurig Dr Pepper](https://www.KeurigDrPepper.com) and [PepsiCo](https://www.PepsiCo.com). Learn more about Every Bottle Back at www.EveryBottleBack.org.