

America's Beverage Companies Invest \$202K in Baldwin County to Improve Recycling Infrastructure

Grant supports new recycling centers for 110,000 households, building on the industry's nearly \$700,000 investment in Alabama

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BALDWIN COUNTY, Ala. – American Beverage is investing \$202,000 to help Baldwin County, Ala., improve its recycling infrastructure, including upgrading two recycling centers that will serve more than 110,000 households. This investment, in collaboration with The Recycling Partnership, equips the recycling centers with new compactor systems that increase the efficiency of transporting recyclable materials to Baldwin County's new material recovery facility, ultimately improving recycling efforts across the southern coastal region.

To further support Baldwin County's commitment to sustainability, the grant also funds a comprehensive outreach and education campaign to inform residents about what materials can be recycled and where to find the new convenience centers.

"Baldwin County is home to beautiful beaches, parks and natural landscapes we all enjoy. Every Bottle Back is making it easier for Baldwin County residents to recycle and ensuring our 100% recyclable bottles and cans are collected and remade, as intended," said Virginia Banister, executive director of the Alabama Beverage Association. "We want to build more sustainable communities in the state and keep valuable materials in use and out of the environment."

These improvements are expected to keep 28 million new pounds of recyclables out of landfills or the environment over the next decade. This includes nearly 10.9 million pounds of polyethylene terephthalate (PET) plastic and 364,000 pounds of aluminum – materials that will be remade into new products.

This grant adds to the nearly \$700,000 that American Beverage has already invested across three recycling projects in Alabama, reaching nearly 450,000 residents in Baldwin County, Decatur and Mobile. Collectively, these efforts are projected to keep more than 12.7 million pounds of plastic out of the environment or landfills over the next 10 years.

The Baldwin County project represents another step forward for Every Bottle Back—an initiative of The Coca-Cola Company, Keurig Dr Pepper and PepsiCo—that [launched in 2019](#). The initiative has reached 63 communities nationwide and is estimated to yield nearly 724 million new pounds of recycled PET and 46 million more pounds of recycled aluminum over the next decade.

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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](#), [Keurig Dr Pepper](#) and [PepsiCo](#).

Learn more at EveryBottleBack.org.

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To schedule an interview, please contact American Beverage's press office at media@americanbeverage.org.