

Every Bottle Back



EVERY BOTTLE BACK Minneapolis, Minn. Talking Points

- The beverage industry and environmental groups are coming together to increase recycling infrastructure for Minneapolis-St. Paul families so that more recyclables can be remade into new materials instead of ending up in a landfill or nature.
 - America's beverage companies are investing \$3.35 million to increase sorting capacity.
 - Partners Closed Loop Partners and The Recycling Partnership are also investing, making the total investment \$10.5M to add additional sorting technology at the Eureka materials recovery facility.
 - Four new optical sorters will lead to cleaner bales of recyclables that can be remade into new materials instead of ending up in a landfill.
- Families can be confident their recyclables are being remade into new materials instead of ending up in a landfill or in nature.
 - Recyclables from one million local residents will be better sorted and have a better chance of being remade into new products.
- More sorting technology in the region is going to have a significant positive impact on residents, businesses and the entire community.
 - Four new optical sorters are expected to provide an additional 222 tons of recyclable PET and 248 tons of recyclable aluminum that can be remade into new products.
 - This project will directly support more than 60 local jobs, many of which are union jobs.
 - This contributes to a cleaner community and brings more revenue to the city.
- This is a unique, public-private partnership with a shared goal to improve the recycling system for Minneapolis-St. Paul residents.
 - America's beverage companies, including the Minnesota Beverage Association, Closed Loop Partners and The Recycling Partnership have come together to invest \$10.5M in additional sorting technology for the Minneapolis-St. Paul region.
- The total investment will help increase the amount of recyclables collected, improve recycling rates, and help prevent plastic waste from ending up in the environment. This includes increased collection of our valuable beverage bottles, which are carefully designed to be 100% recyclable. When collected, our plastic bottles can be remade into new bottles, as intended.
- This investment is part of the beverage industry's *Every Bottle Back* initiative, a sustained effort by our industry to reduce our plastic footprint.

Every Bottle Back



- Our containers are made to be remade. Increasing their recycling keeps them out of nature and landfills.
- This investment is among 65 projects across the country that the beverage industry has committed to funding under *Every Bottle Back*.

Every Bottle Back Top Line Messages

- Launched by American Beverage, the *Every Bottle Back* initiative brings together an unprecedented coalition of leaders in the beverage industry and environmental space to reduce the use of new plastic.
- America's leading beverage companies – *The Coca-Cola Company*, *Keurig Dr Pepper* and *PepsiCo* – are partnering with *World Wildlife Fund*, *Closed Loop Partners* and *The Recycling Partnership* to improve recycling and keep our bottles and cans out of nature.
- *Every Bottle Back* is reducing the use of new materials and increasing the recovery and recycling of plastic bottles and cans, so they don't wind up in oceans, rivers and waterways, or wasted in landfills.
- Beverage companies are carefully designing their bottles to be 100% recyclable.
- Our containers are made to be remade. The beverage industry is working to get back every bottle and can so we can incorporate more recycled plastic and aluminum into new containers, decreasing our use of new plastic.
- To support this effort, *Every Bottle Back* has marshaled the equivalent of \$400 million to improve recycling systems with modern technology and infrastructure and inform consumers about how to recycle better.
- There is no one-size-fits-all solution to improving recycling access and infrastructure. That is why we are working with local leaders to craft solutions that work for their communities.

###