

# Every Bottle Back



## **EVERY BOTTLE BACK San Antonio, Texas Talking Points**

- This investment in San Antonio is made possible by a unique public-private collaboration between America's leading beverage companies, Closed Loop Partners and the local community.
- San Antonio will receive \$3 million from the beverage industry to build a brand new, state-of-the art materials recovery facility ("MRF") from the ground up with the newest recycling technology and infrastructure to sort, clean and bale recyclable materials.
- The total will allow materials from more than 1.45 million residents, other communities, multifamily buildings and commercial customers to be sorted and have a better chance of being remade into new products. 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 project will directly support more than 40 full-time jobs.
- These investments are part of the beverage industry's *Every Bottle Back* initiative, a sustained effort by our industry to reduce our plastic footprint.
- Our containers are made to be remade. Increasing their recycling keeps them out of nature and landfills.
- In San Antonio, the new MRF will process an estimated 140,000 new tons of recyclable materials over 10 years. This includes nearly 7,000 tons of polyethylene terephthalate (PET) and more than 2,000 tons of aluminum, both of which are used to make our cans and bottles.
- 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 Closed Loop Partners, The Recycling Partnership, and World Wildlife Fund to improve recycling and keep our bottles and cans out of nature.

# Every Bottle Back



- *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.

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