

## **Coca-Cola Beverages Northeast Strengthens World Without Waste Commitment with Introduction of 100% Recycled PET Bottles**

*The packaging evolution supports the company's initiative to address global challenges of packaging waste and climate change through effective systemic changes*

Coca-Cola Beverages Northeast announced it has replaced a selection of its best-selling 20oz plastic products across its beverage portfolio with 100% recycled polyethylene terephthalate (rPET) bottles.\* This introduction advances the company's goal of reducing virgin plastic packaging, decreasing carbon emissions, and accelerating progress towards its [World Without Waste](#) goals.

rPET bottles require less energy and emit fewer greenhouse gases than bottles comprised of virgin petroleum-based sources. In addition, the new bottles are helping to create and sustain a circular economy, which is critical to ensuring that plastic waste stays out of the environment and is instead continuously recycled and reused.

The 100% rPET\* bottles in market currently include:

- 20-ounce bottles of Coca-Cola, Diet Coke, Coca-Cola Zero Sugar, Cherry Coke, Cherry Coke Zero, Vanilla Coke, Cherry Vanilla Coke, and Caffeine Free Diet Coke throughout New England and Upstate New York
- 20-ounce and 1-liter DASANI bottles nationwide

“At Coke Northeast, we recognize that we have a responsibility to help solve the global plastic packaging waste crisis,” said Susannah Smith, Senior Director of Public Affairs & Communications. “As a leader in the beverage industry, we need to act as a model for responsible behavior with regard to sustainability and to help reduce plastic waste globally. Together with our partners from The Coca-Cola Company, we are proud to launch this new line within the Northeast market.”

This innovation contributes to two of Coca-Cola's World Without Waste goals, an initiative to address global challenges of packaging waste and climate change through effective systemic changes. Goals include:

- Use 50% recycled content in Coca-Cola packaging by 2030
- Reduce Coca-Cola's use of virgin plastics derived from non-renewable sources by a cumulative 3 million metric tons by 2025

The new bottles are available for purchase throughout the Northeast now. They can be found anywhere you purchase your favorite ice-cold Coca-Cola beverages. For more information about the rPET bottle introduction and Coca-Cola Beverages Northeast's environmental initiatives, please visit [cokenortheast.com](http://cokenortheast.com).

### **About Coca-Cola Beverages Northeast**

Coca-Cola Beverages Northeast is an independent and locally operated Coca-Cola bottler with sales and production centers across New England and Upstate New York. Our mission is to refresh the Northeast with the best selection of great tasting beverages while investing in our people, our communities, and our customers' success. We are proud to be one of the nation's largest Coca-Cola bottlers, employing more than 3000 people in the Northeast. We believe in living our values and strive to act in ways to create a more sustainable and better shared future. Learn more at [www.cokenortheast.com](http://www.cokenortheast.com) and follow us on Twitter, Instagram, Facebook, and LinkedIn.

### **About The Coca-Cola Company**

The Coca-Cola Company (NYSE: KO) is a total beverage company with products sold in more than 200 countries and territories. Our company's purpose is to refresh the world and make a difference. We sell multiple billion-dollar brands across several beverage categories worldwide. Our portfolio of sparkling soft drink brands includes Coca-Cola, Sprite and Fanta. Our hydration, sports, coffee and tea brands include Dasani, smartwater, vitaminwater, Topo Chico, BODYARMOR, Powerade, Costa, Georgia, Gold Peak

and Ayataka. Our nutrition, juice, dairy and plant-based beverage brands include Minute Maid, Simply, innocent, Del Valle, fairlife and AdeS. We're constantly transforming our portfolio, from reducing sugar in our drinks to bringing innovative new products to market. We seek to positively impact people's lives, communities and the planet through water replenishment, packaging recycling, sustainable sourcing practices and carbon emissions reductions across our value chain. Together with our bottling partners, we employ more than 700,000 people, helping bring economic opportunity to local communities worldwide. Learn more at [www.coca-colacompany.com](http://www.coca-colacompany.com) and follow us on Twitter, Instagram, Facebook and LinkedIn.

*\*Excludes cap and label*