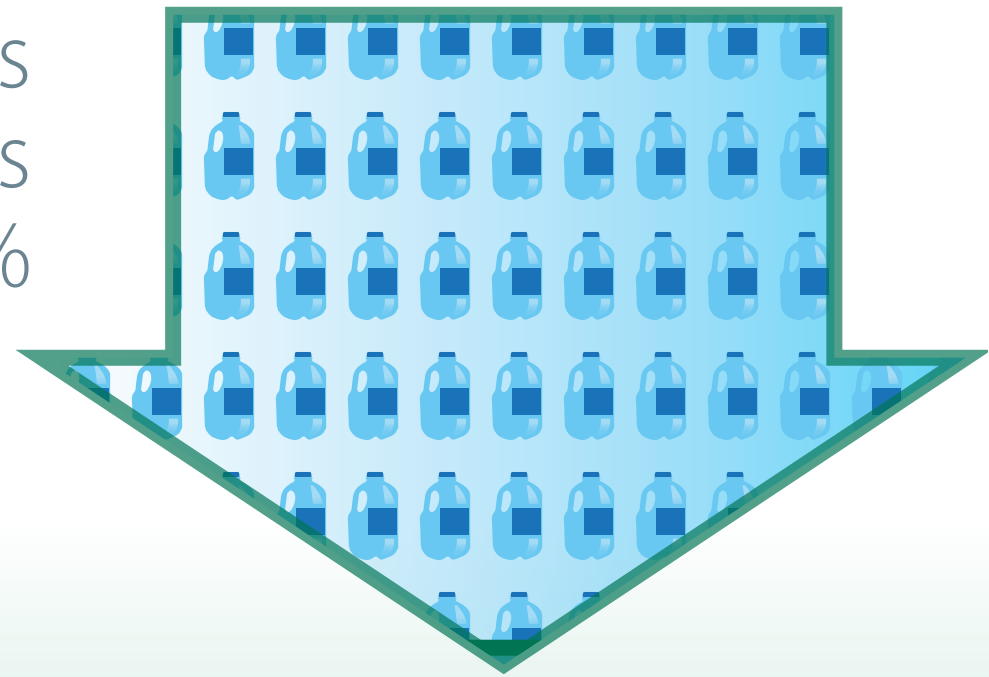


AMERICA'S BEVERAGE COMPANIES LEAD THE WAY ON WATER CONSERVATION

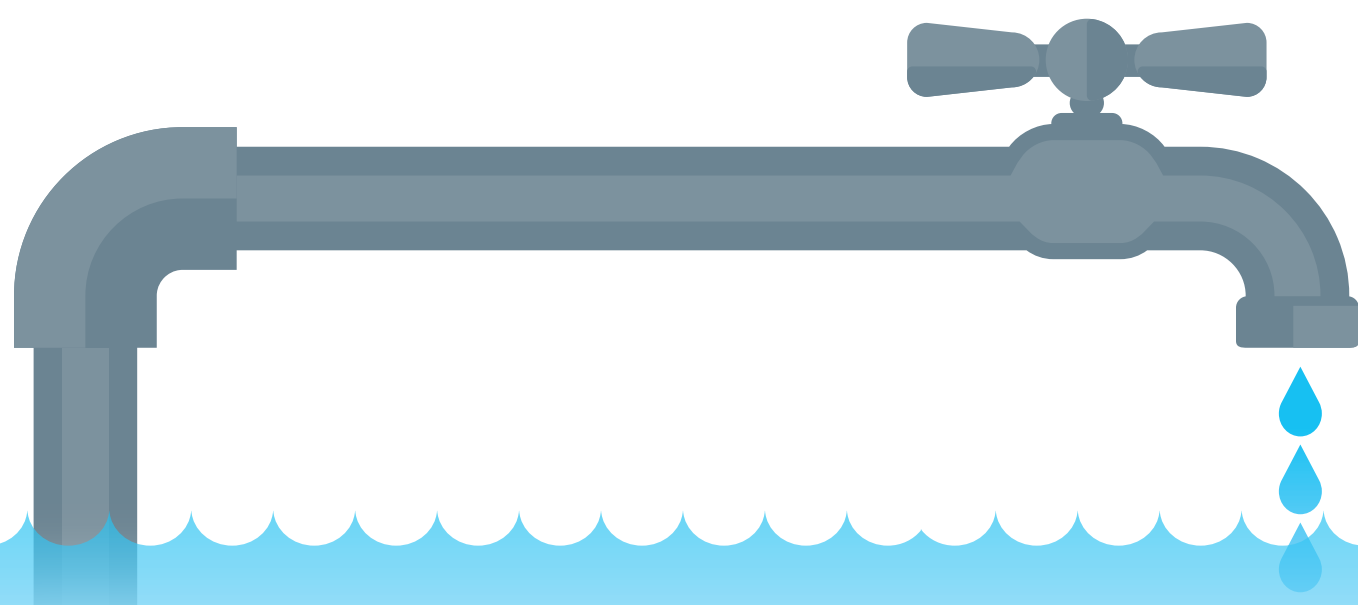
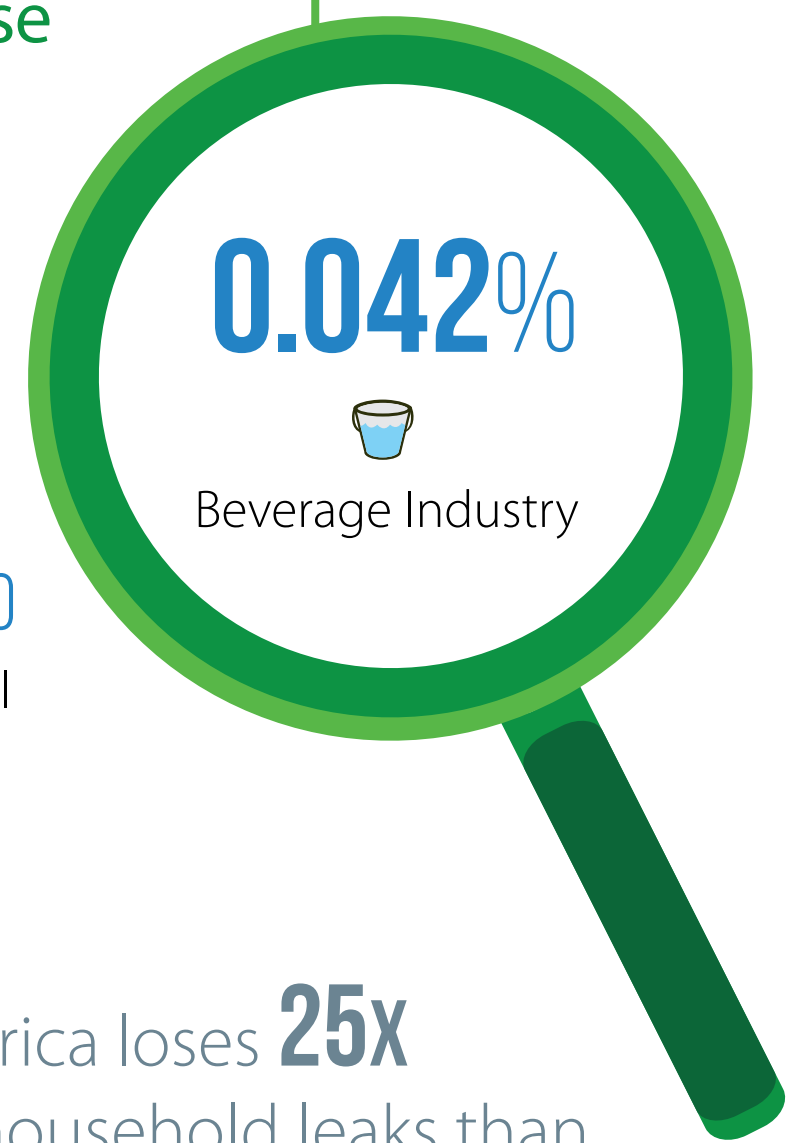
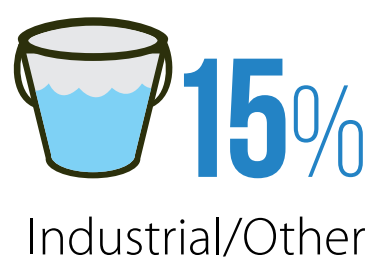
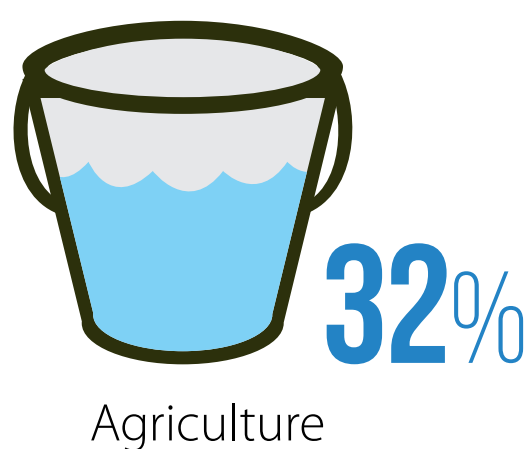
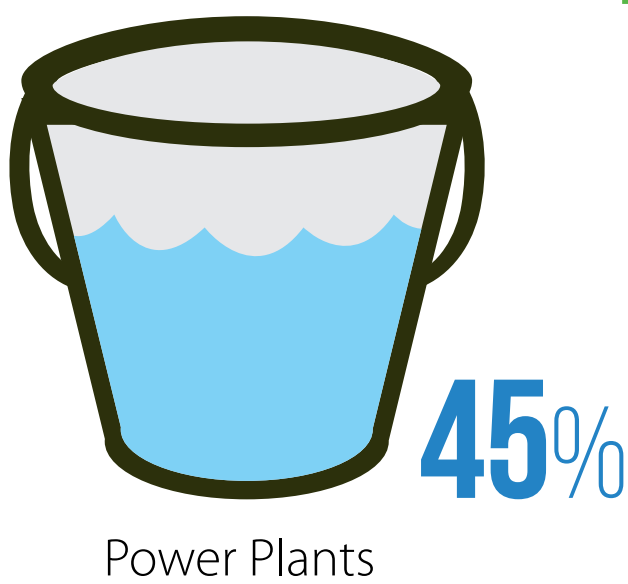
Since 2011, the industry has **cut water use by 14%** even as production increased by 20%



The beverage industry is working with groups such as The Nature Conservancy, the US Forest Service and local water districts to restore and protect key watersheds across the US, including the **Great Lakes** and the **Colorado, Brazos** and **Mississippi Rivers**.



Our bottling facilities account for only **4/100^{THS}** of **1%** of America's water use



Every year, America loses **25x** more water to household leaks than what the beverage industry uses

To learn more about the beverage industry's water conservation efforts, visit InnovationNaturally.org.



Sources:

"2014 Water and Energy Use Benchmarking Study," Beverage Industry Environment Roundtable, 2015.
U.S. Geological Survey, industry survey data