



OUR RECYCLABLE BOTTLES ARE MADE TO BE REMADE. AND WE WANT EVERY BOTTLE BACK IN MCKINNEY, TEXAS.

The Coca-Cola Company, Keurig Dr Pepper and PepsiCo are working together to reduce our industry’s plastic footprint through our *Every Bottle Back initiative*. We’re using less new plastic and investing in communities across the country to get our bottles and cans back so we can remake them into new ones.

OUR INVESTMENT IN MCKINNEY, TEXAS

Through *Every Bottle Back*, we are investing to modernize the collection of recyclable material in the region and educate on how to recycle better and decrease contamination.

INVESTING NEARLY \$1 MILLION TO IMPROVE RECYCLING

We’re making recycling more accessible and convenient by providing 58,000 households with new, free curbside recycling carts.



ENGAGING WITH RESIDENTS TO IMPROVE RECYCLING

We’re teaming up with The Recycling Partnership to educate more than 191,000 residents on how to recycle and cut down on contamination of recyclable materials through educational materials.



INCREASING RECYCLABLE MATERIALS COLLECTED IN THE REGION

The new curbside carts will collect an estimated 87 million new pounds of recyclables over the next decade, including nearly 3.4 million pounds of polyethylene terephthalate (PET) plastic and more than 1.1 million pounds of aluminum, both of which are used to make recyclable cans and bottles.

