



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

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 in our bottles and investing in key areas across the country to get our bottles and cans back so we can remake them into new ones.

OUR INVESTMENT IN SHREWSBURY, MASSACHUSETTS

Through Every Bottle Back, we are investing in Shrewsbury, Mass. to upgrade recycling containers from bins to carts. We are also partnering with The Recycling Partnership to educate consumers on how to recycle better and decrease recycling contamination.

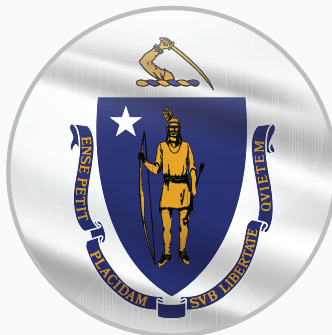
INVESTING \$185,600 TO PROVIDE UPGRADED RECYCLING CONTAINERS

Our investment provides free, 95-gallon curbside carts to more than 11,500 households. The upgraded carts will increase the capacity of recyclables collected, improve recycling rates and help prevent plastic from ending up in the environment.



ENGAGING WITH RESIDENTS TO IMPROVE RECYCLING

We’re teaming up with The Recycling Partnership to educate nearly 37,000 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 recycling carts will collect an estimated 11.7 million new pounds of recyclable materials over 10 years. This includes nearly 500,000 pounds of polyethylene terephthalate (PET) and more than 150,000 pounds of aluminum, both of which are used to make our cans and bottles.