



OUR BOTTLES ARE MADE TO BE REMADE. AND WE WANT EVERY BOTTLE BACK IN FORT COLLINS, COLORADO.

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 FORT COLLINS, COLORADO

We're teaming up with The Recycling Partnership through Every Bottle Back to modernize the collection of recyclable material in the city and educate residents on how to recycle better and decrease contamination.

INVESTING \$664,000 TO IMPROVE RECYCLING

We're making recycling more accessible and convenient by providing more than 35,000 households with new, free curbside recycling carts.



INCREASING RECYCLABLE MATERIALS COLLECTED IN THE REGION

The new curbside carts are estimated to collect more than 33 million new pounds of recyclables over the next decade. This includes more than 1.3 million pounds of polyethylene terephthalate (PET) plastic and more than 430,000 pounds of aluminum, which are used to make recyclable cans and bottles.



ENGAGING WITH RESIDENTS TO IMPROVE RECYCLING

We're educating more than 166,000 residents on how to recycle and cut down on contamination through educational materials, which can increase the likelihood of more materials being remade.