



PepsiCo Rolls Out Eco-Friendly Recyclable and Compostable Cups

PURCHASE, N.Y., May 17, 2011 /PRNewswire/ -- PepsiCo (NYSE: PEP) announced today that it has begun offering five options of eco-friendly, recyclable and compostable cups to Foodservice customers in the United States through company-owned and independent bottler distribution systems.

The new offerings consist of fully recyclable clear plastic cups, including an rPET cup containing 20 percent post-consumer recycled content, as well as compostable paper cups and wax cups made with plant-based materials sourced from sustainably managed forests. The fountain cup portfolio mix empowers Foodservice customers – such as restaurants, stadiums and theme parks, and colleges and universities – to select the right green cup options based on locally available recycling and composting disposal facilities.

Download [high-resolution images](#) and read a [blog post with video](#) showcasing the new, eco-friendly Pepsi cup portfolio, available at <http://livingthepromise.pepsicoblogs.com/>.

The [Pepsi-branded cups](#) display engaging green imagery and clearly communicate the environmental benefit, stating "Wow, Our Cups are Fully Recyclable," or a similar message respective to the materials used. The cups also encourage consumers to visit Earth911.com for information on how to properly dispose of materials in their local communities.

"The new cups are an advancement in technology, but also in the way we communicate," said Margery Schelling, CMO PepsiCo Foodservice. "Customers increasingly are asking for environmental products that match changing needs, expectations and lifestyles. We want consumers to enjoy their favorite fountain beverages and feel good about the environmental impact of their purchases."

"Earth911 is pleased to see PepsiCo take a leadership role in providing consumers with accessible and actionable recycling information," said Earth911 President Corey Lambrecht. "It's no longer enough to tell people to simply recycle - you have to show them how and where."

PepsiCo introduced the green cups in response to growing demand for eco-friendly beverage packaging, particularly among college and university students. Research shows that 94 percent of consumers are concerned about the environmental effects of beverage packaging(1), and 60 percent of Millennials and Gen-Xers would be willing to pay slightly more for recycled beverage packaging that's better for the environment(2).

The roll out of eco-friendly cups is aligned with PepsiCo's global environmental goals and commitments, among them to reduce packaging waste, use rPET and renewable sources in packaging, and increase the national beverage container recycling rate. Specific examples of PepsiCo innovations with respect to beverage packaging include:

- The development of the world's first fully recyclable "[green](#)" [bottle](#) made from bio-based raw materials.
- The Naked Juice [reNEWabottle™](#) made from 100 percent post-consumer recycled plastic.
- The Aquafina [Eco-Fina](#) bottle, the lightest bottle of its size among U.S. bottled water brands.

- The [Dream Machine](#) recycling initiative, which provides greater access across America to on-the-go recycling receptacles.

PepsiCo will continue to explore the use of innovative, sustainable packaging solutions that meet quality standards and address consumer needs. Pepsi beverage bottles and cans are already 100 percent recyclable and among the most recycled consumer packaging in the United States.

(1) Beveragepulse.com study, August 2010.

(2) Mintel Beverage Packaging Trends, February 2010.

About PepsiCo

PepsiCo offers the world's largest portfolio of billion-dollar food and beverage brands, including 19 different product lines that generate more than \$1 billion in annual retail sales each. Our main businesses -- Quaker, Tropicana, Gatorade, Frito-Lay, and Pepsi Cola -- also make hundreds of other enjoyable and wholesome foods and beverages that are respected household names throughout the world. With net revenues of approximately \$60 billion, PepsiCo's people are united by our unique commitment to sustainable growth by investing in a healthier future for people and our planet, which we believe also means a more successful future for PepsiCo. We call this commitment Performance with Purpose: PepsiCo's promise to provide a wide range of foods and beverages for local tastes; to find innovative ways to minimize our impact on the environment, including by conserving energy and water usage, and reducing packaging volume; to provide a great workplace for our associates; and to respect, support, and invest in the local communities where we operate. For more information, please visit www.pepsico.com.

Follow PepsiCo:

- [Twitter](#) (@PepsiCo)
- [Facebook](#)
- [PepsiCo Blogs](#)
- [PepsiCo Press Releases](#)
- [PepsiCo Multimedia](#)
- [PepsiCo Videos](#)

SOURCE PepsiCo, Inc.