



OUR COMMITMENT TO RECYCLING

OUR RECYCLING JOURNEY

Recyclable K-Cup® pods have started rolling off our production lines. We are using polypropylene #5 plastic in the design of the recyclable pods, which performs well in our brewing system, is accepted for recycling in a majority of communities, and is in high demand as a recovered material.

We will increase production each year until 100% of the pods we make are recyclable by 2020.



3 SIMPLE STEPS TO RECYCLE



WHY RECYCLING?

Together, with our consumers, suppliers, employees, and communities, Keurig is focused on recycling for three main reasons:



1. We want to brew a better world

As the largest producer of single-serve coffee pods in the U.S. and Canada, we take our responsibility to our consumers and the environment very seriously. For instance, the plastic used in the recyclable K-Cup® pods have a lower environmental life-cycle impact than the plastic used in our original pod. In fact, once we convert all the cups for our K-Cup® pods to polypropylene #5 plastic, we expect to see a **2% reduction** in our overall greenhouse gas emissions. From the design of our pods and beverage systems, all the way through end-of-life disposal, we are committed to understanding our impacts and leaving communities and people better off as the result of our business.



2. We want to support our consumer's commitment to recycling

Keurig is the most loved and trusted single-serve brand in the United States. We know recycling is on our consumer's minds as much as it is on ours and we want to ensure they can continue to enjoy the convenience, quality, and diversity of our beverages knowing our products have been produced in an environmentally conscious way. But that isn't all... we are working with the recycling community to enable curbside pick-up, ensure our pods are recycled correctly, increase the capture rate of small items at recycling facilities, and to identify second-life uses for our K-Cup® pods.



3. We want to help recycling programs grow and evolve

According to a 2016 study¹, 94% of the U.S. population has some type of recycling program available to them with 70% accepting polypropylene #5 plastics. In Canada, those numbers are even greater. However, there is still opportunity to close the loop by increasing rates of recycling and small-item capture rates and Keurig is committed to that journey. Every day we are looking for ways to grow recycling programs and working together towards a circular economy.

As recycling programs advance, Keurig will remain at the cutting edge of innovation by exploring new materials and processes to further our commitment to sustainability. For updates on this work, please visit:

www.keurig.com/recyclable

¹ Resource Recycling Systems and Moore Recycling Associates Inc., "2015-16 Centralized Study on Availability of Plastic Recycling," July 2016.