

Breaking Ground with Sustainable Packaging

Packaging gives consumers a window into their favorite PepsiCo products, carrying everything from nutrition labels to special offers. It can also reflect our commitment to a sustainable future. We're looking at every part of the packaging process—from the way we select and design packages to how we procure and dispose of them. And we continue to pursue innovative ways to reduce total volume, recycle containers, use renewable resources and remove environmentally sensitive materials.

In Mexico, we implemented the use of oxodegradable packaging for Stila baked

snacks that reduces waste by degrading when exposed to air. Frito-Lay has partnered with Terracycle to collect and extract materials from its snack chip bags for reuse in other consumer products. In 2010, we will launch SunChips 10.5-ounce bags made from plant-based renewable materials, which are fully compostable in a hot, active compost pile.

In the beverage aisle, consumers are reaching for lighter packaging for Lipton Iced Tea in Russia, and the new Eco-Fina Bottle of Aquafina water, which contains 50 percent less plastic than our 2002

bottle—saving 75 million pounds of plastic each year.

We are leading the industry in the use of post-consumer recycled PET. We incorporate 10 percent recycled PET content in our carbonated soft drink (CSD) plastic bottles in the United States. The new 32-ounce bottles of Naked Juice “reNEWabottle” is made from 100 percent post-consumer recycled PET resin, a first for a nationally distributed brand in the United States.

