

Ambition 2025: Nestlé UK&I

In July, Nestlé launched an entirely recyclable paper wrapper for its YES! snack bar range, a breakthrough innovation for food packaging. This is the first time a confectionary bar has been packaged in paper and has unlocked the potential for recyclable paper packaging to be widely used in the industry.

Nestlé is committed to ensuring all of its packaging, including plastics, is recyclable or reusable by 2025. In working towards this aim the company has been exploring innovative packaging options, in addition to phasing out non-recyclable and harder to recycle plastics worldwide and using alternative materials to reduce littering.

Developed in Nestlé's research and development centre in York, a cross-discipline team collaborated over the course of just 10 months, and overcame over 90 challenges to create a fully recyclable barrier paper wrapper for its YES! snack bar range.

Until now, high-speed production of shelf-stable snacks was only achieved using plastic films and laminates. However, by adapting existing packaging machinery to handle the product more gently, the 300 bars-per-minute 'flow wrap cold seal' packaging process can be fully utilised, guaranteeing that the bars are kept in perfect condition during packaging, transport and storage.

The end result is a material that is widely recyclable in the paper waste stream, using paper that is sustainably sourced and certified by the Forest Stewardship Council (FSC) and The Program for the Endorsement of Forest Certification.

An industry first, this paves the way for other products to be packaged in a similar way.

"The YES! snack bar represents exactly what consumers are demanding from manufacturers like Nestlé – great products packaged in a way that has minimal impact on the environment. We're proud to be working with FDF towards a more sustainable food industry by launching the confectionary industry's first fully recyclable wrapper."

Stefano Agostini, CEO, Nestlé UK&I

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