

Case Study

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SBF GB&I

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SBF GB&I invests millions in sustainable packaging changes for its Lucozade brand

In June 2021, SBF GB&I announced that it will be investing £6M in its Lucozade brand to help minimise its impact on the environment.

From the end of 2021, all of Lucozade Sport's bottles will be made from 100% recycled plastic and will feature a recyclable label that is half the size of the original. This redesign will ensure that the bottles can be sorted into the clear waste stream to be recycled back into bottles at UK recycling centres.

In total the changes represent a saving of 3,500 tonnes of virgin plastic and 9,000 tonnes of CO₂, contributing towards the company's net zero and 100% sustainable plastic packaging ambition. Included in this programme of packaging changes is a switch for Lucozade Energy to 30%

rPET bottles, which will happen in early 2022 and an easy-to-recycle transparent sleeve on Lucozade Energy, on shelves now.

Toby McKeever, Chief Operating Officer at SBF GB&I said: "This investment into our iconic Lucozade brand marks a huge step towards our 2030 sustainable plastic packaging goals and makes the UK's biggest sports drink brand also one of the most sustainable.

"From professionals to grassroots players, Lucozade Sport is a staple for athletes across the country and I urge these sports drink fans to go the extra mile and recycle their bottle. Part of our Growing for Good vision is to minimise our environmental impact and keeping our bottles in circulation is a crucial part of this."

Rebecca Pow, Environment Minister added: "I am pleased to see Suntory Beverage and Food GB&I make this investment into their

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Lucozade brand - this is exactly the sort of ambitious leadership we need from industry to ensure more materials are recycled and reused “Through our landmark Environment Bill, we will create deposit return schemes for drinks containers, encourage more recyclable packaging through extended producer responsibility, and put in place consistent recycling collections which will transform the way we deal with plastic waste.”

For more information, please visit:

<https://www.suntory.com/softdrink/company/profile.html>



Lucozade Sport bottles will move to 100% rPET and a shorter sleeve created for bottle-to-bottle recycling from the end of 2021