



## WALKERS LAUNCHES FIRST RECYCLING SCHEME FOR CRISP PACKETS IN UK & IRELAND

Walkers is launching the first nationwide recycling scheme for crisp packets. Working with recyclers, TerraCycle, the scheme will tap into an established network of recycling collection points around the UK and Ireland. The scheme is simple and free to use, all brands of crisp packets will be accepted and will ultimately be turned into other basic plastic items.

How it works:

- Collect empty crisp packets and take them to your nearest recycling drop-off point, which can be found at [walkers.co.uk/recycle](https://www.walkers.co.uk/recycle) - there are hundreds across the UK and Ireland
- Or if there isn't a drop-off point nearby, download a label from the TerraCycle website and arrange to have the packets collected from your home, by courier, free of charge
- The packets will then be sent to TerraCycle who will clean them and shred them ready to be made into small plastic pellets, which will be used to make everyday items such as outdoor furniture, trays, and even roofing and flooring

To encourage collection and return of the packets for recycling, the scheme offers charity points based on the number of bags collected. People are encouraged to collect as many packs as they can in one go and then send in larger batches.

Walkers brand ambassador, Gary Lineker is supporting the scheme and has voiced an online film explaining how it works, available at [walkers.co.uk/recycle](https://www.walkers.co.uk/recycle). The scheme will also be promoted on Walkers crisp packets from January and to the TerraCycle recycling network from today.

**Michael Gove, Environment Secretary, said:** "As the custodians of our planet, we must take action now to protect our oceans and wildlife from single-use plastic pollution. Walkers are setting a fine example with this new scheme, and I want to see other companies step-up, follow suit and reduce their environmental impact.

"Through our 25 Year Environment Plan we have committed to eliminating avoidable plastic waste, and we will continue to take decisive action to protect our precious environment."

**Gary Lineker, Walkers' brand ambassador, said:** "I love this initiative, what a great way of sorting out the problem of crisp packet recycling. To make this work we really need everyone to get involved by collecting and returning the packets to be recycled."

**Ian Ellington, General Manager of PepsiCo UK & Ireland, the parent company of Walkers crisps, said:** "This is another important step towards our ambition to make all of our packaging 100% recyclable, compostable or biodegradable by 2025. This is the first crisp packet recycling scheme in the UK and Ireland, and it will only work if everyone gets collecting and sending in, which is why we've made the scheme as simple as possible and free."

Crisp packets are technically recyclable, the issue until now has been that they weren't being separated or collected for recycling. Walkers' investment is making this possible for the first time.

Find your nearest collection site and more about the scheme at [www.walkers.co.uk/recycle](https://www.walkers.co.uk/recycle).

-ENDS-



#### Notes to editors:

- Our ambition is to make our packaging 100% recyclable, compostable or biodegradable by 2025
- Our packaging has been specifically designed to keep our snacks fresh and tasty and to prevent food waste.
- In October 2018, PepsiCo announced a new goal to strive to use 25 percent recycled content in its plastic packaging by 2025
- PepsiCo has partnered with a number of industry experts to help improve the recovery and recycling of plastic packaging. For example:
  - In May 2017, we joined the New Plastics Economy initiative led by the Ellen MacArthur Foundation as a Core Partner, coming together with government, NGOs, scientists, students and consumers to build a more sustainable global plastics value chain.
  - In April 2018, PepsiCo UK joined the UK Plastics Pact, led by sustainability experts, WRAP. It brings together businesses from across the entire plastics value chain with the UK government and NGOs to help tackle plastic pollution and is committed to making plastic packaging 100% recyclable, compostable or biodegradable by 2025
  - We are also working with biotechnology leader, Danimer Scientific, on the development of biodegradable flexible packaging.
  - We are supporting a number of organisations on programmes tackling littering. We recently announced we were backing Leeds By Example, an initiative developed by Hubbub and Ecosurety, which will pilot local initiatives to improve recycling rates outside of the home.
  - **We are also supporting Defra and Keep Britain Tidy in their anti-litter campaign**
  - In September 2018, PepsiCo joined the Global Plastic Action Partnership (GPAP) as a founding partner. Convened by the World Economic Forum, GPAP will collaborate with governments and stakeholders to fast-track circular economy solutions in coastal countries battling plastic waste
  - In October 2018, PepsiCo become one of the first investors in Circulate Capital's The Ocean Fund, dedicated to combatting ocean plastic.
- For information on Charity points go to <https://www.terracycle.co.uk/en-GB/about-terracycle/points>

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For more information, please visit [www.pepsico.co.uk](http://www.pepsico.co.uk) or @PepsiCo\_UK

#### About PepsiCo

PepsiCo products are enjoyed by consumers more than one billion times a day in more than 200 countries and territories around the world. PepsiCo generated more than \$63 billion in net revenue in 2017, driven by a complementary food and beverage portfolio that includes Frito-Lay, Gatorade, Pepsi-Cola, Quaker and Tropicana. PepsiCo's product portfolio includes a wide range of enjoyable foods and beverages, including 22 brands that generate more than \$1 billion each in estimated annual retail sales.

At the heart of PepsiCo is Performance with Purpose – our fundamental belief that the success of our company is inextricably linked to the sustainability of the world around us. We believe that continuously improving the products we sell, operating responsibly to protect our planet and empowering people around the world enable PepsiCo to run a successful global company that creates long-term value for society and our shareholders. For more information, visit [www.pepsico.com](http://www.pepsico.com).

**About TerraCycle**

Founded in 2001, TerraCycle ([www.terracycle.co.uk](http://www.terracycle.co.uk)) is the world's leader in the collection and reuse of non-recyclable post-consumer waste. TerraCycle works with over one hundred major brands in twenty one countries across the globe to collect used packaging and products that would otherwise be destined for landfills. It repurposes that waste into new eco-friendly materials and products that are available online and through major retailers. The waste is collected through TerraCycle's National recycling programmes, which are free fundraisers that pay schools, charities and non-profits for every piece of waste they collect and return.

TerraCycle launched in the UK in September 2009 and currently runs collection programmes for cracker and biscuit wrappers, baby food pouches, writing instruments, air and home care waste, beauty care product packaging, Tassimo & L'OR coffee pod / TDISC waste and cigarette waste. Currently more than 1,956,000 individuals and organisations across the UK have signed up to collect, which to date has diverted over 48 million items of packaging waste from landfill (around the weight of a jumbo jet) while earning over £664,000 for schools, charities and non-profit organisations.