

## **Ella's Kitchen and Danone Yogurt launch collaborative recycling programme and call on other businesses to join**

*B Corporations Ella's Kitchen and Danone Yogurt partner with TerraCycle to provide a nationwide recycling solution for all baby food and yogurt pouches*

*The Kids Food Pouch Recycling Programme will encompass existing schemes from the brands, EllaCycle and The Danone Yogurt Pouch Recycling Programme*

*The scheme calls on brands across the industry to join the programme as co-sponsors and make it easier for consumers to recycle food packaging*

**London, 24<sup>th</sup> September 2020:** This Recycle Week, the UK's number one baby food brand, Ella's Kitchen, announces its collaboration with Danone Yogurt and TerraCycle to launch the Kids Food Pouch Recycling Programme – calling on other food brands who use flexible pouches across the UK to join them in their mission to ensure less packaging goes to landfill.

The Kids Food Pouch Recycling Programme will launch in early November with approximately 500 public drop off points around the UK – run by community recycling champions. The programme will offer parents and carers a nationwide recycling solution for all baby food and yogurt pouches, as any brand of pouch will be accepted.

Ella's Kitchen and Danone Yogurt are inviting other food brands to become co-sponsors to increase the number of public drop off points. By signing up, each brand would take responsibility for 100 drop off points and over the next three years the scheme aims to expand by adding a number of new core partners. Their ambition is for all brands who have food pouches to help grow the programme and ultimately come together, across different categories, to tackle issues like product packaging and recycling.

The Kids Food Pouch Recycling Programme will build on the brands' current schemes, EllaCycle and The Danone Yogurt Pouch Recycling Programme respectively. Ella's Kitchen was one of the first brands to partner with TerraCycle in the UK and created EllaCycle in 2010. To date, EllaCycle has recycled over 4 million pouches and, despite Covid-19, saw a 90% increase in the number of pouches recycled from FY19 to FY20, showing the ever-increasing consumer demand for recycling solutions.

However, there is still more that needs to be done. The growing awareness of the negative environmental impact of plastic pollution and waste demands a response from businesses worldwide. Ella's Kitchen and Danone Yogurt are taking the unique step of collaborating to share responsibility and do more to address this issue together.

Ella's Kitchen, Danone Yogurt and TerraCycle are all members of the UK Plastics Pact and committed to tackling the UK's plastic pollution and waste problem. As certified B Corporations, Ella's Kitchen and Danone UK also believe strongly that businesses should be the drivers of positive change and that collaboration is key to making that change happen.

The Kids Food Pouch Recycling Programme is part of the brands' joint mission to improve recycling infrastructure in the UK. They are inviting other brands who use flexible pouches throughout the food industry to join them in this process, as part of this scheme and beyond.

**Mark Cuddigan, CEO, Ella's Kitchen comments:**

“If we are going to have any chance of tackling the environmental challenges our planet faces, from plastic pollution to climate change, then we need to work together. Every food brand should have their own recycling scheme, but individualism is getting in the way of the bigger picture – we need to be fostering collaboration not competition to make the most impact.

“The Kids Food Pouch Recycling Programme is by no means the only solution. At Ella’s Kitchen, we are committed to making our packaging widely recyclable by 2024 and to tackle the problem we all need to push for long-term, kerbside recycling. Our mission has always been to give little ones the best start in life. We need to work together now to leave the planet in a better place for future generations.”

**Adam Grant, Regional VP Danone Essential Dairy & Plant-Based UK & Ireland comments:**

“As certified B Corps, it’s important we work together to use business as a force for good, in this case leveraging our collective strength to support recycling systems in the UK. We recognise our responsibility for reducing our impact on the planet. That’s why our Danone Yogurt pots are already 100% recyclable and contain 30% recycled PET. It’s also why we’re exploring alternative packaging solutions by offering our Danone Yogurt in a refillable glass jar through Loop’s zero waste shopping platform.

I encourage other B Corps and food brands to join us in extending The Kids Food Pouch Recycling Programme, so recycling points can become available for more families around the country.”

**Laure Cucuron, General Manager for TerraCycle Europe comments:**

“It’s great to see two of our partners working together to create more opportunities for consumers to recycle. We hope more brands who use pouches will see this as an opportunity to join the Kids Food Pouch Recycling Programme and work with Ella’s Kitchen and Danone to grow the initiative and offer their consumers a more accessible recycling solution in the UK.”

- Ends -

**Notes to editors**

Media contact:

Laura Cameron, Seven Hills  
[laura.cameron@wearesevenhills.com](mailto:laura.cameron@wearesevenhills.com)  
+44 7800 765561

**About Ella’s Kitchen® Brand**

Ella’s Kitchen® Brand mission is to improve children’s lives through developing healthy relationships with food. Set up in 2006 by Ella’s Dad Paul Lindley, the company prioritises health and nutritional value, but never at the expense of taste or convenience. Ella’s Kitchen® Brand strives to be good in every sense, offering healthy, handy and fun food that doesn’t cost the earth.

Visit [www.ellaskitchen.co.uk](http://www.ellaskitchen.co.uk) or [www.facebook.com/ellaskitchen](https://www.facebook.com/ellaskitchen) for more information.

**The Hain Celestial Group, Inc.**

The Hain Celestial Group (Nasdaq: HAIN), headquartered in Lake Success, NY, is a leading organic and natural products company with operations in North America, Europe, Asia and the Middle East. Hain Celestial participates in many natural categories with well-known brands that include Almond Dream®, Better Bean®, Celestial Seasonings®, Clarks™, Coconut Dream®, Cully & Sully®, DeBoles®, Earth's Best®, Ella's Kitchen®, Farmhouse Fare™, Frank Cooper's®, Gale's®, Garden of Eatin'®, GG UniqueFiber™, Hain Pure Foods®, Hartley's®, Health Valley®, Imagine™, Johnson's Juice Co.™, Joya®, Lima®, Linda McCartney® (under license), MaraNatha®, Mary Berry (under license), Natumi®, New Covent Garden Soup Co.®, Orchard House®, Rice Dream®, Robertson's®, Sensible Portions®, Spectrum® Organics, Soy Dream®, Sun-Pat®, Sunripe®, Terra®, The Greek Gods®, Yorkshire Provender®, Yves Veggie Cuisine® and William's™. The Company's personal care products are marketed under the Alba Botanica®, Avalon Organics®, Earth's Best®, JASON®, Live Clean® and Queen Helene® brands. For more information, visit [www.hain.com](http://www.hain.com).

### **About Danone**

Danone is a leading multi-local food and beverage company building on health-focused and fast-growing categories in 3 businesses: Essential Dairy & Plant-Based products, Waters and Specialized Nutrition. With its 'One Planet. One Health' frame of action, which considers the health of people and the planet as intimately interconnected, Danone aims to inspire healthier and more sustainable eating and drinking practices. To accelerate this food revolution and create superior, sustainable, profitable value for all its stakeholders, Danone has defined nine 2030 Goals, and paved the way as the first listed company to adopt the French "Entreprise à Mission" status, inspired by the public benefit corporation status in the US. With a purpose to bring health through food to as many people as possible, and corresponding social, societal and environmental objectives set out in its articles of association, Danone commits to operating in an efficient, responsible and inclusive manner, in line with the Sustainable Development Goals (SDGs) of the United Nations. By 2025, Danone aims to become one of the first multinational companies to obtain B Corp™ certification. With more than 100,000 employees, and products sold in over 120 markets, Danone generated €25.3 billion in sales in 2019. Danone's portfolio includes leading international brands (Actimel, Activia, Alpro, Aptamil, Danette, Danio, Danonino, evian, Nutricia, Nutrilon, Volvic, among others) as well as strong local and regional brands (including AQUA, Blédina, Bonafont, Cow & Gate, Horizon Organic, Mizone, Oikos, Prostokvashino, Silk, Vega). Listed on Euronext Paris and present on the OTCQX market via an ADR (American Depositary Receipt) program, Danone is a component stock of leading sustainability indexes including the ones managed by Vigeo Eiris and Sustainalytics, as well as the Ethibel Sustainability Index, the MSCI ESG Indexes, the FTSE4Good Index Series, Bloomberg Gender Equality Index, and the Access to Nutrition Index.

Danone UK (representing the Danone Essential Dairy & Plant-based business in the UK) gained BCorp certification in 2017. This certification also includes their Danone Yogurt brand. Danone Ireland gained BCorp certification in 2019.

### **About TerraCycle**

Founded in 2001, TerraCycle ([www.terracycle.com](http://www.terracycle.com)) 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 ([www.terracycle.co.uk](http://www.terracycle.co.uk)) in September 2009 (its first market in Europe) and today operates in 12 European markets (UK, ROI, France, Germany, Netherlands, Belgium, Spain, Switzerland, Austria, Norway, Sweden and Denmark). In the UK TerraCycle currently runs collection programmes for over 40 types of waste which can't be accepted by local council run recycling systems.

Currently more than 5,340,000 individuals and organisations across the UK have signed up to collect, which to date has diverted over 140 million items of packaging waste from landfill while earning over £1,440,000 for schools, charities and non-profit organisations.