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MARTINI & ROSSI LAUNCHES NATIONAL RECYCLING PROGRAM WITH TERRACYCLE
Enjoy Great Taste and Less Waste with the MARTINI & ROSSI Frosé Pouch Recycling Program

TRENTON, NJ (September 9, 2019) – Sip, sip, hooray! MARTINI & ROSSI®, the leading Italian sparkling wine and vermouth brand in the world, has partnered with international recycling company TerraCycle® to make the pouches from MARTINI & ROSSI Frosé nationally recyclable through the MARTINI & ROSSI Frosé Pouch Recycling Program.

Made with real rose wine, natural fruit flavors and a touch of sugar cane, MARTINI & ROSSI Frosé is the first premium frozen rosé wine cocktail that is ready-to-drink and perfect for a variety of seasonal social gatherings. As an added incentive, for every shipment of Frosé packaging waste sent to TerraCycle, collectors earn points that can be used for charity gifts or converted to cash and donated to the non-profit, school or charitable organization of their choice.

“As a family-owned business for more than 157 years, doing the right thing for our people, our partners, and our communities goes back to our roots,” said Jaime Keller, Director, Innovation Brands. “Through the Frosé Pouch Recycling Program with TerraCycle, MARTINI & ROSSI Frosé aims to cool off the summer while reducing the amount of waste that is landfilled or incinerated to be reused in alternative ways.”

As part of the MARTINI & ROSSI Frosé Pouch Recycling Program, consumers are invited to send in the empty packaging from the frozen rosé cocktail to be recycled for free. Participation is easy: sign up on the TerraCycle program page <https://www.terracycle.com/en-US/brigades/martini-rossi-frose> and mail in the packaging using a prepaid shipping label. Once collected, the packaging is cleaned and melted into hard plastic that can be remolded to make new recycled products.

“By creating the Frosé Pouch Recycling Program, MARTINI & ROSSI is giving their customers the unique opportunity to responsibly recycle their packaging and divert waste from landfills,” said TerraCycle CEO and Founder, Tom Szaky. “Frosé connoisseurs participating in this program, can have fun and enjoy the moment, but not that the expense of the planet.”

The MARTINI & ROSSI Frosé Pouch Recycling Program is open to any interested individual, school, office, or community organization. For more information on TerraCycle’s recycling programs, visit www.terracycle.com.

About MARTINI & ROSSI

One of the most iconic brands in the world, MARTINI & ROSSI is the leading name in Italian winemaking and a purveyor of the highest quality aromatized and sparkling wines. This year, the brand unveiled a new innovation - MARTINI & ROSSI Frosé - a premium grab-and-go frozen rosé wine cocktail for all on-the-go occasions. MARTINI & ROSSI Frosé is made with real Italian wine, natural fruit flavors and a touch of sugar cane. Whether at the beach, the pool, or a summer picnic in the park, MARTINI & ROSSI Frosé goes where bottles can’t thanks to its unique, recyclable pouch packaging.

The MARTINI & ROSSI portfolio includes: MARTINI & ROSSI RISERVA SPECIALE RUBINO, MARTINI & ROSSI RISERVA SPECIALE AMBRATO, MARTINI & ROSSI RISERVA SPECIALE Bitter Liqueur,

MARTINI & ROSSI Bianco, MARTINI & ROSSI Rosso, MARTINI & ROSSI Extra Dry, MARTINI & ROSSI Asti, MARTINI & ROSSI Prosecco, and MARTINI & ROSSI Rosé.

Created in 1863 in Turin, Italy, the MARTINI & ROSSI brand is part of the portfolio of Bacardi Limited, headquartered in Hamilton, Bermuda, and continues to be the market leader of the category. Bacardi Limited refers to the Bacardi group of companies, including Bacardi International Limited.

About TerraCycle

TerraCycle is an innovative waste management company with a mission to eliminate the idea of waste®. Operating nationally across 21 countries, TerraCycle partners with leading consumer product companies, retailers, cities, and facilities to recycle products and packages, from dirty diapers to cigarette butts, that would otherwise end up being landfilled or incinerated. In addition, TerraCycle works with leading consumer product companies to integrate hard to recycle waste streams, such as ocean plastic, into their products and packaging. TerraCycle has won over 200 awards for sustainability and has donated over \$44 million to schools and charities since its founding 15 years ago. To learn more about TerraCycle or get involved in its recycling programs, please visit www.terracycle.com.

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