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**TAKIS® TACKLES CARBON FOOTPRINT REDUCTION BY PARTNERING WITH
TERRACYCLE® TO RECYCLE SNACK PACKAGING**

*Consumers Now Have the Opportunity to Reduce Waste, For Free, From the Comfort of Their Home
While Eating the Intensely Delicious Snack*

TRENTON, N.J., May 16, 2022 - Takis®, the iconic brand known for its intensely good spicy rolled tortilla chip, has partnered with international recycling leader TerraCycle to offer consumers a free and simple way to recycle the brand’s plastic packaging. By participating in the Takis® Snack Recycling Program, recyclers earn TerraCycle points that they can choose to redeem for donations to a nonprofit organization or school of their choice with every shipment.

“We are thrilled to partner with TerraCycle to offer our consumers an easy and rewarding way to recycle the Takis snack packaging varieties,” said Sandra Peregrina, Marketing Director of Salty Snacks for Barcel USA. “Protecting our planet is so important to our brand and to our consumers, so we’re honored to offer this simple recycling solution for all of our intense Takis fans.”

Participation is easy: After enjoying their Takis chips, consumers are invited to first make an account on TerraCycle.com, sign up on the [Takis® Snacks Recycling Program page](#), and mail in the empty plastic packaging using the provided prepaid shipping label. Once collected, the packaging is cleaned and melted into hard plastic that can be remolded to make new recycled products. For more information and sign up please visit the TerraCycle program page <https://www.terracycle.com/en-US/brigades/takis>.

The Takis Snacks Recycling Program is just the brand’s most recent sustainability initiative. In the pursuit of maximum efficiency, the brand has implemented new technologies throughout its manufacturing process including a heat exchanger that repurposes heat to reduce overall energy expenditures and cleaning techniques to reduce water consumption, among others.

“The Takis brand is giving their consumers the unique opportunity to responsibly recycle their snack packaging,” said TerraCycle CEO and Founder, Tom Szaky. “Participants in this recycling program can enjoy their favorite snack while minimizing their carbon footprint.”

The Takis® Recycling Program is open to any interested individual, office, or community organization. For more information on TerraCycle’s recycling programs, visit www.terracycle.com.

About Takis®

Takis® is the most well-known brand of Barcel USA, the U.S. snack division of Grupo Bimbo, the world's largest baking company with operations in 33 countries. Barcel USA is an exciting, young, and fast-growing consumer packaged goods company headquartered in Coppell, Texas, with a strong presence in the largest markets nationwide. Takis are no ordinary snacks; they are the most intense snacks in the world. With different varieties: Takis® Rolled Tortilla Chips, Takis® Kettlez, Takis® Waves, Takis Crisps, Takis® Pop! and Takis® Hot Nuts. Takis snacks are for the strong, brave, and daring. Visit us at www.barcel-usa.com/Takis.

About TerraCycle

TerraCycle is an innovative waste management company with a mission to eliminate the idea of waste. Operating in 21 countries, TerraCycle partners with leading consumer product companies, retailers and cities 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 its partners to integrate hard to recycle waste streams, such as ocean plastic, into their products and packaging. Its reuse platform Loop gives consumers a way to shop for their favorite brands in durable, reusable packaging. TerraCycle has won over 200 awards for sustainability and was named #10 in Fortune magazine's list of 52 companies Changing the World. To learn more about TerraCycle or get involved in its recycling programs, please visit www.terracycle.com.

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