BEYOND PLASTICS

BENNINGTON COLLEGE

SOCIAL MEDIA TOOLKIT:

2026 Beyond Plastics Report | Tracking Starbucks' Deceptive Recyclability Claims

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Thanks so much for helping to spread the word about the new Beyond Plastics report, "Tracking Starbucks' Deceptive Recyclability Claims." Your efforts will help educate the public and put pressure on the world's largest coffee chain to stop misleading its customers and start phasing out single-use plastic.

Please use the content, graphics, and guidance below to share the report and its corresponding materials.

Questions? *If you have any questions about the report or other associated materials, please contact Beyond Plastics communications director Melissa Valliant at melissavalliant@bennington.edu.*



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Sample Social Posts

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Starbucks claims its single-use plastic cups (made of No. 5 polypropylene) are now "widely recyclable." ♻️🥤

But are they ❓

👉Read Beyond Plastics' new report to find out.
https://www.beyondplastics.org/starbucks-cups

🚨New @PlasticsBeyond report 🚨 followed Starbucks' "widely recyclable" plastic cups using Bluetooth-enabled trackers. Not a single one ended up at a recycling facility. 📄 Get the report: https://www.beyondplastics.org/starbucks-cups

Accepting a plastic cup for recycling is not the same as recycling it. 🗑️ A new @PlasticsBeyond investigation tracked 36 Starbucks cups from in-store recycling bins — ZERO reached a recycling facility. https://www.beyondplastics.org/starbucks-cups

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🚨A new @beyondplasticsaction report 🚨 reveals what really happens to Starbucks' "widely recyclable" plastic cups. Beyond Plastics dropped 53 Bluetooth-enabled trackers into Starbucks' own in-store recycling bins across 9 states and Washington, D.C. 📍 The result? Not a single tracked cup ended up at a recycling facility. 📄 Get the full report:
https://www.beyondplastics.org/starbucks-cups

Ever wonder if Starbucks' single-use plastic cups actually get recycled when you put them in those in-store bins? 🤔 A new @beyondplasticsaction investigation followed the cups with Bluetooth-enabled trackers — and the answer isn't good. 📄 Read the report:
https://www.beyondplastics.org/starbucks-cups

Instagram Post or Instagram Story *Add a graphic*>>

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BREAKING: @beyondplastics just released a new report tracking what really happens to Starbucks' "widely recyclable" cold cups. Researchers placed Bluetooth-enabled trackers inside Starbucks cups and dropped them into the company's in-store recycling bins across nine states and D.C. 📍 The result: not a single cup ended up at a recycling facility. One cup traveled 463 miles — to a landfill. Read the report:
https://www.beyondplastics.org/starbucks-cups

Ever wonder if Starbucks' single-use plastic cups actually get recycled? 🙋‍♀️❓ A new @beyondplastics report followed the cups with Bluetooth-enabled trackers — and the truth might surprise you. 📄 Get the report: https://www.beyondplastics.org/starbucks-cups

#breakfreefromplastic #greenwashing #Starbucks #plasticpollution #recycling

Threads Post *Add a graphic if you'd like* >>

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BREAKING: @beyondplastics just released a new report following Starbucks' "widely recyclable" plastic cups with Bluetooth-enabled trackers. 36 cups tracked from Starbucks' own in-store recycling bins — zero ended up at a recycling facility. Read the report: https://www.beyondplastics.org/starbucks-cups

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LinkedIn Post *Add a graphic if you'd like* >>

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🚨A new @beyond-plastics report examines whether Starbucks' "widely recyclable" plastic cold cups are actually being recycled. Using Bluetooth-enabled trackers placed inside Starbucks' own in-store recycling bins, the three-month investigation followed cups across nine states and Washington, D.C. 📍 The findings raise serious questions about the gap between corporate recycling claims and the reality on the ground. 📄 Read the report: https://www.beyondplastics.org/starbucks-cups

Sample Email

Subject: Are Starbucks' plastic cups really being recycled? New report has answers!

Hi [name],

Beyond Plastics has just released **a new report** that **examines whether Starbucks' single-use polypropylene (No. 5 plastic) cold cups are actually being recycled when customers place them in the company's in-store recycling bins.** In February 2026,

Starbucks announced its cold cups are now “widely recyclable” — but Beyond Plastics decided to test that claim by following the cups themselves.

Read the new report to find out: https://www.beyondplastics.org/starbucks-cups

Here are some of the report’s **key findings**:

- Beyond Plastics placed 53 Bluetooth-enabled trackers inside Starbucks cups and dropped them into in-store recycling bins at 35 Starbucks locations across nine states and Washington, D.C.
- Of the 36 trackers that gave usable data and reached a final destination, NOT ONE ended up at a recycling facility. Instead, the cups went to landfills, incinerators, waste-transfer stations, and materials recovery facilities (sorting facilities, not recycling facilities).
- Four cups crossed state lines from New York City to a landfill in Amsterdam, Ohio — the longest single trip was 463 miles, from a Starbucks in Brooklyn.
- Beyond Plastics originally targeted 21 states. In 11 of them, the stores surveyed either had no recycling bins at all or had signage indicating plastic cups go to landfill — despite Starbucks publicly claiming the cups are “widely recyclable.”
- A December 2025 Greenpeace report found only two commercially operating facilities in the entire country that claim to recycle post-consumer polypropylene cups. Their combined capacity is roughly 2% of all U.S. polypropylene waste.

Get your copy of this groundbreaking report here — it’s free to download.

The report also includes an interactive map that lets you follow each tracked cup’s journey, plus the full dataset.

Please **share this free report** with anyone you think would be interested. 🌎 The more people who understand the gap between what corporations claim about plastic recycling and what actually happens to their waste, the more pressure there is on Starbucks and other companies to actually reduce their single-use plastic.

Sincerely,