



Chanel Rosenthal, Director of Public Relations:

(239)-777-7033

[croenthal2@cocacola.com](mailto:croenthal2@cocacola.com)

1 Coca Cola Plz NW, Atlanta GA, 30313

**FOR IMMEDIATE RELEASE**

Sunday, March 24, 2024

**Coca Cola Transitions to 100% Recycled 20-Ounce Bottles**

March 24, 2024

ATLANTA, GA - Coca Cola is excited to announce their next step in their years-long initiative to be a more eco-friendly brand. Coca Cola is transitioning to all 20-ounce bottles being made with 100% recycled materials. In response to single-use plastic being a major contributor to pollution.

“Consumers are looking for more sustainable solutions in their packaging, whether that is packaging made from recyclable material or packaging that can be reused,” said vice president of Coke’s sustainability efforts Kurt Ritter. “We know as a large global beverage company, we have a responsibility to lead and innovate.”

Upholding that responsibility, Coca Cola aims to achieve half of its portfolio produced from recycled material by 2030. This initiative being the next big step, this marks a milestone. With plastic being composed of mostly polymers which are created from harmful fossil fuels. Coke wishes to eliminate its previous heavy footprint on the pollution crisis. Building upon the previous initiative of the removal of green PET in Sprite bottles. Coca Cola continues to fulfill its goal.

The new bottles will look and feel the same and will be marked as recycled material by the label. The label and cap material will remain the same. The new recycled material bottles are estimated to significantly reduce 83 million pounds of plastic in the US.

Coca Cola is eager to continue to make eco-conscious changes. The new bottles will be arriving this week to US retailers. The nationwide rollout is estimated to be completed by the end of summer.



Chanel Rosenthal, Director of Public Relations:

(239)-777-7033

[croenthal2@cocacola.com](mailto:croenthal2@cocacola.com)

1 Coca Cola Plz NW, Atlanta GA, 30313