



**RECYCLABLE**

## K-CUP® PODS NOW AVAILABLE.

The first recyclable K-Cup® pods have started rolling off the production lines. Available now on [Keurig.ca](http://Keurig.ca) and through our Away From Home (AFH) channel, our top-selling variety from **Van Houtte®**, the **Original House Blend**, is now in a recyclable format.

More brands and varieties will become available in this new format until 100% of Keurig® K-Cup® pods are recyclable.



### WHAT MAKES THESE K-CUP® PODS RECYCLABLE?

- Each pod is made from polypropylene (#5 plastic), which is commonly used in yogurt and butter containers and can be recycled in the majority of communities in Canada.
- The new recyclable K-Cup® pods have been tested in real world recycling and recovery facilities to ensure that they can be effectively recycled.
- The recycling process is simple:



#### PEEL

Peel off foil lid from center puncture hole and dispose.

**CAUTION: POD IS HOT AFTER USE. ALLOW TO COOL.**



#### EMPTY

Empty contents or compost. Filter can remain.



#### RECYCLE

Recycle directly in your recycling bin.

## DID YOU KNOW?

- To make our cups recyclable, our team had to find the right material that meets our oxygen barrier requirements, as well as the rigidity and the puncture ability.
- The new format delivers the same high quality, great tasting beverage Keurig® fans know and love.
- We're transitioning over 100 manufacturing lines across eight North American production facilities to manufacture recyclable K-Cup® pods for all Keurig® brands.
- Our goal is to have 100% of K-Cup® pods recyclable by 2020. 2020 is not a starting point; it's a 100% completion date. We're adding more brands and varieties between now and then, until we reach our goal.



## THE JOURNEY TO A RECYCLABLE K-CUP® POD –AND BEYOND

### ● 2000

- Keurig's first away-from-home brewer introduced in Canada

### ● 2007

- Keurig's first at-home brewer introduced in Canada
- My K-Cup® Reusable Coffee Filter
- Vancouver, Canada, Covanta Burnaby partnership started
- *Canadian re-purposing program: collected brewed K-Cup® pods are used as alternative fuel in the waste-to-energy facility replacing traditional fuel sources, which means zero waste to landfill*

### ● 2010

- Trial of paper-based K-Cup® pods for tea launched. As the package ultimately did not meet our performance requirements or quality standards, it was discontinued
- Toronto, Canada, Emerald Energy partnership started the second expansion of the Canadian re-purposing program

### ● 2013

- Partnership with Lafarge Canada started in Canada, Kamloops cement plant
- *Canadian re-purposing program – collected brewed K-Cup® pods are used as alternative fuel reducing cement kiln's reliance on traditional fuel sources, which means zero waste to landfill*

### ● 2014

- Keurig® 2.0 brewing system launched, which brews new K-Carafe™ pods, also made from polypropylene #5 plastic
- Partnership with Lafarge Canada is started in Canada, Joliette cement kiln. Canadian re-purposing program is now offered coast to coast

### ● 2016

- K-Mug™ pods, made from polypropylene #5 plastic, for use in our Keurig® Plus Series brewers are introduced
- Production begins on new K-Cup® pods made with polypropylene #5 plastic
- First recyclable K-Cup® pod variety become available on Keurig.ca and through AFH channel

### ● 2017-2019

- Brands and varieties available in the recyclable K-Cup® pod will expand

### ● 2020

- 100% of K-Cup® pods will be recyclable

