The Coca-Cola plantbottle™ Green and resource efficient

Plastics Recyclers Annual Meeting 2012

2012 – 11 – 22

Klaus P. Stadler
The Coca-Cola Company – Europe Group

2020 VISION

2X

MORE THAN DOUBLE OUR SERVINGS TO OVER 3 BILLION A DAY

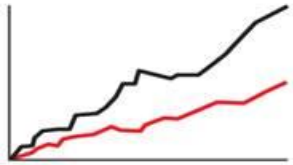
RESOURCE SCARCITY

ECO IMPACTS

CUSTOMER DEMANDS

CONSUMER VALUES

Core Value Drivers



COST

Drive Competitive Cost Advantage

TRUST

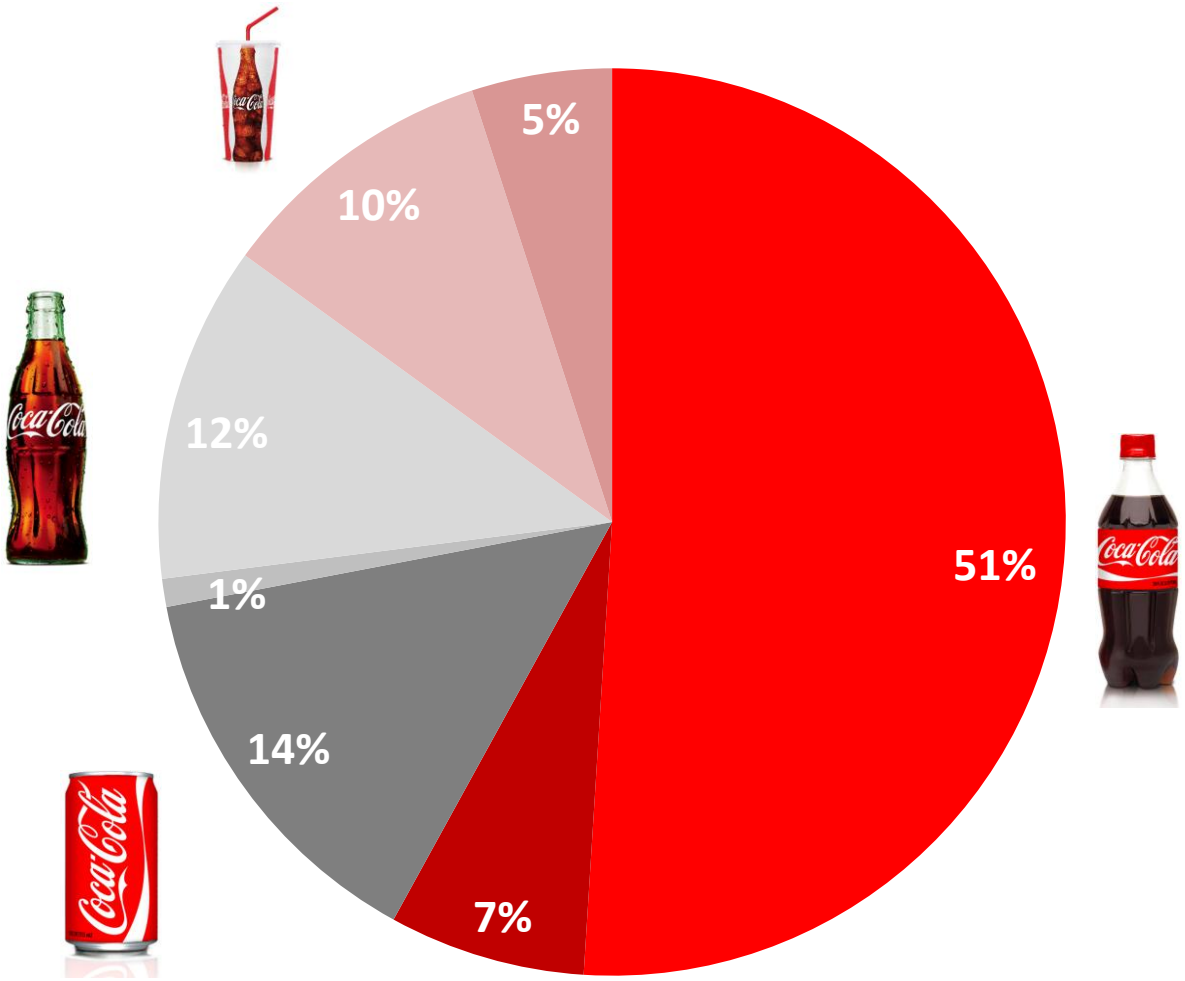
Enhance Environmental & Social Performance

DIFFERENTIATION

Differentiate our Brands with Customers & Consumers

Primary packaging globally

(% volume delivered)



NR: non-refillable bottles
RR: refillable bottles

Better by Design

+

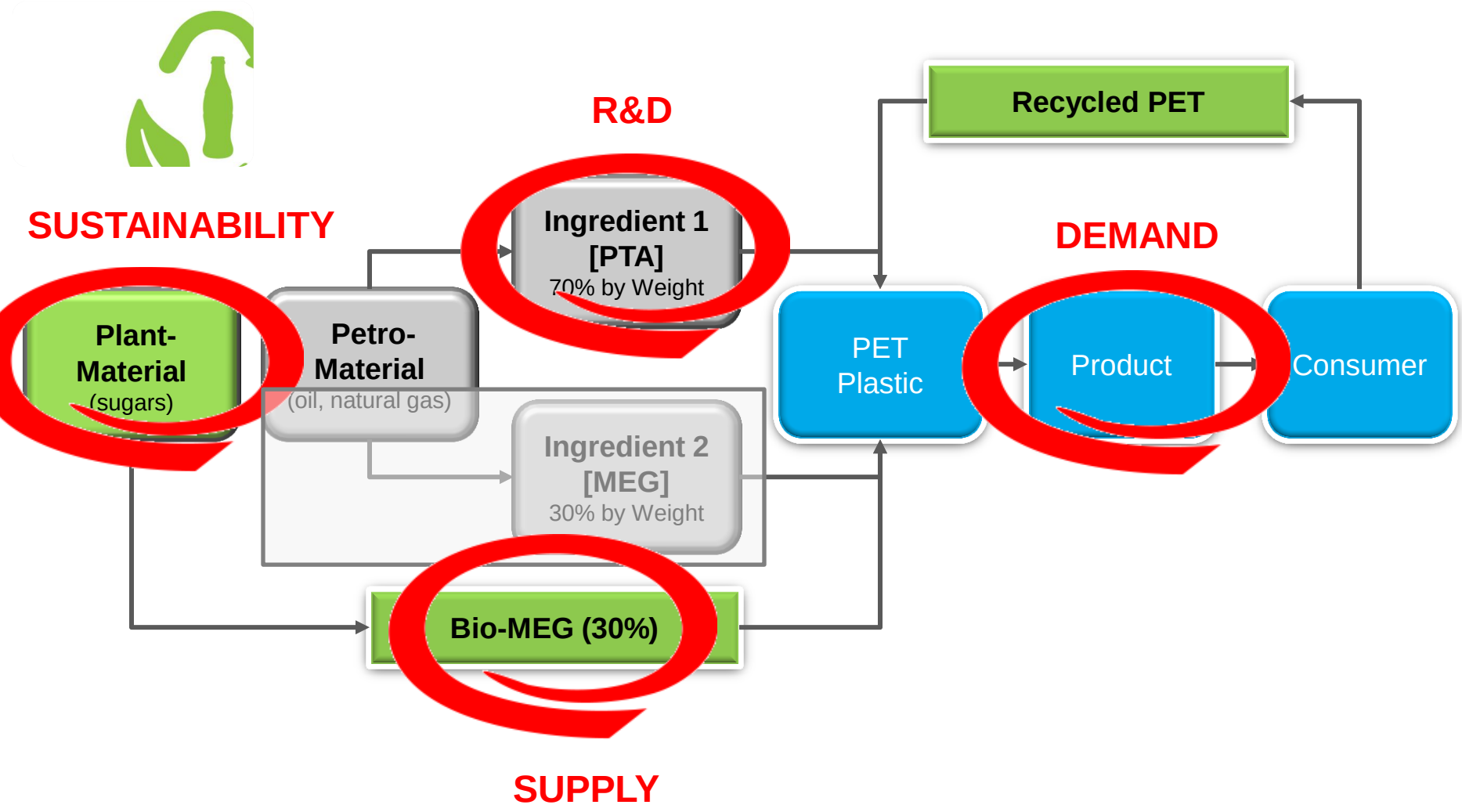
+

=

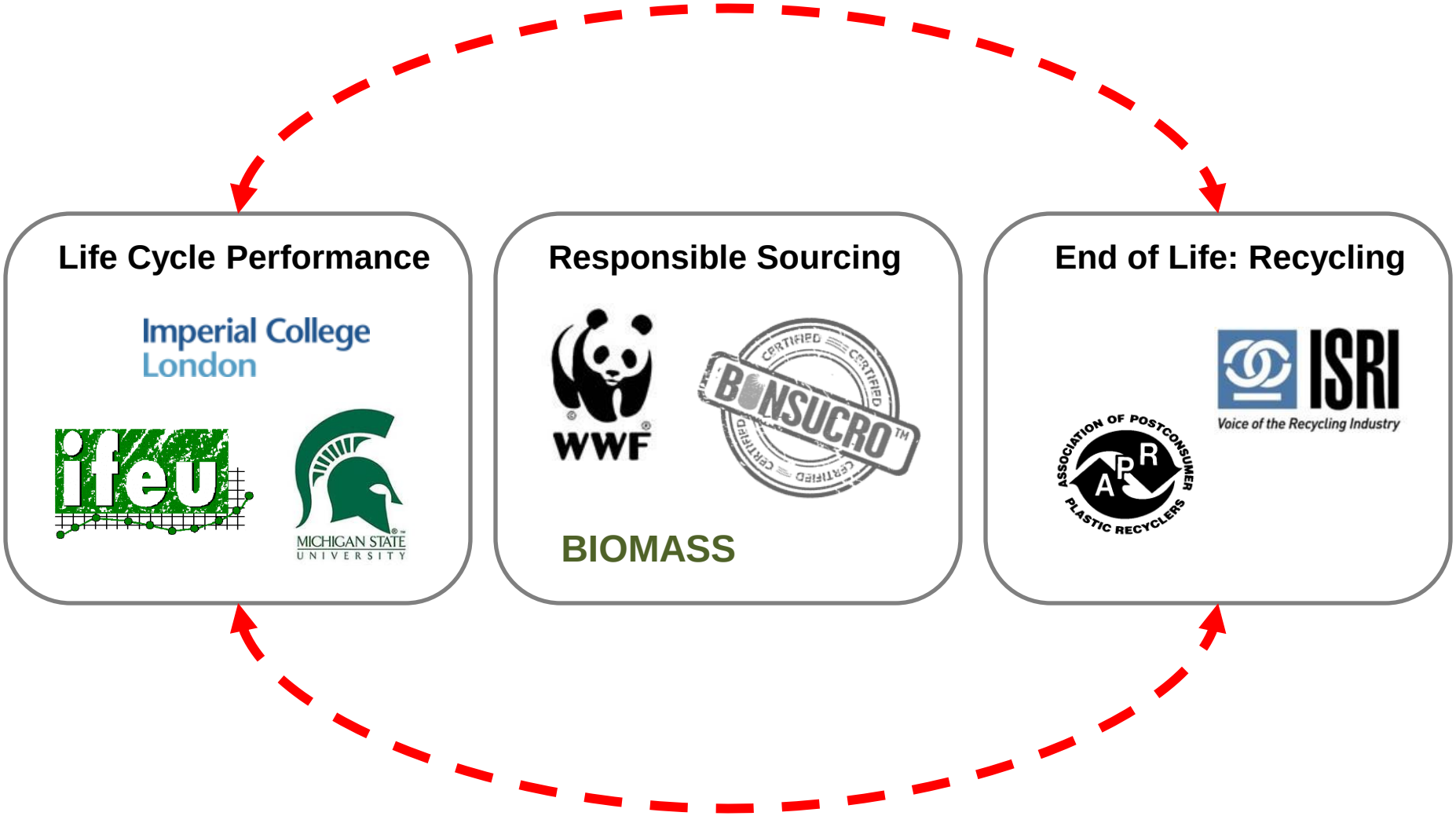
plantbottle™

Functional **Recyclable** **Renewable**

Innovation collaboration across PlantBottle™ packaging value chain



Innovation Collaboration: Sustainability



Biomass Innovation Pathway

1st Generation Biomass (Commercial)

Feedstocks traditionally used as food (grains, sugar cane and vegetable oils). It is increasingly believed that most chemicals from first-gen biomass, with the exception of Brazil cane based ethanol, will likely have a limited role due to food crop displacement and sustainability concerns

2nd Generation Biomass (1-3 Years)

Non-food crops or portions of food crops that are not edible and considered wastes (e.g., stems, husks, wood chips, fruit skins and special energy or biomass crops). Chemicals from second-gen biomass are just entering into a commercial phase, but a majority are in pilot or demo stage

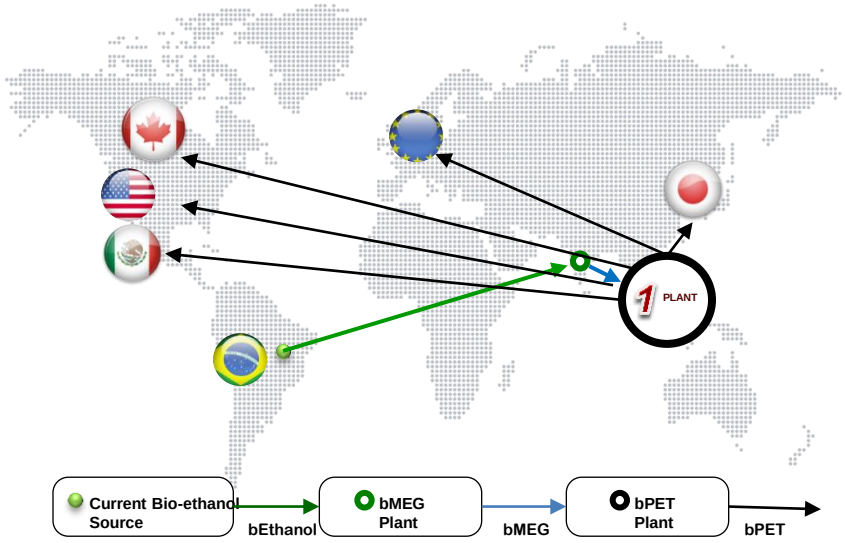
3rd Generation Biomass (10+ Years)

Algae has the potential to provide a new range of third gen biomass that produce considerably greater yield and energy per hectare than 2nd gen options. However, production is still too expensive to be commercially viable

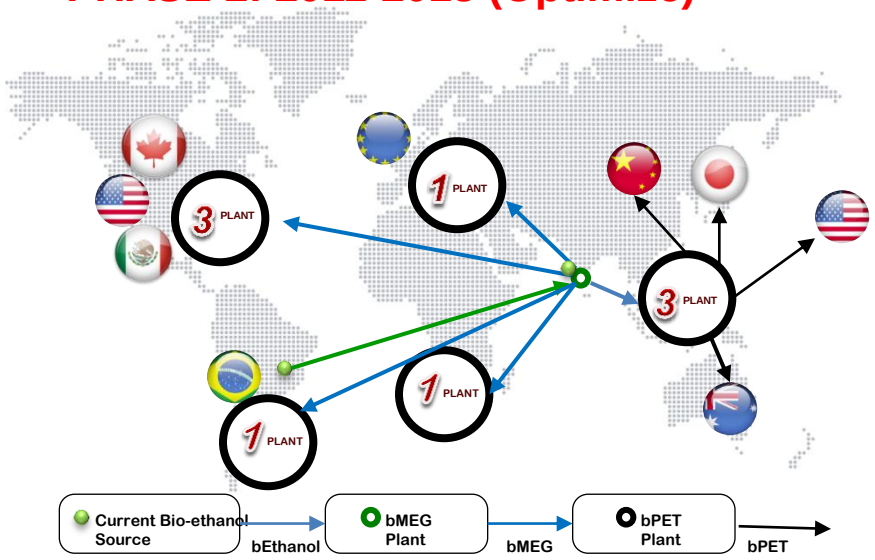
Second and third generation biofuels are also called “advanced” biofuels. UNEP (2008)

Innovation Collaboration: Supply

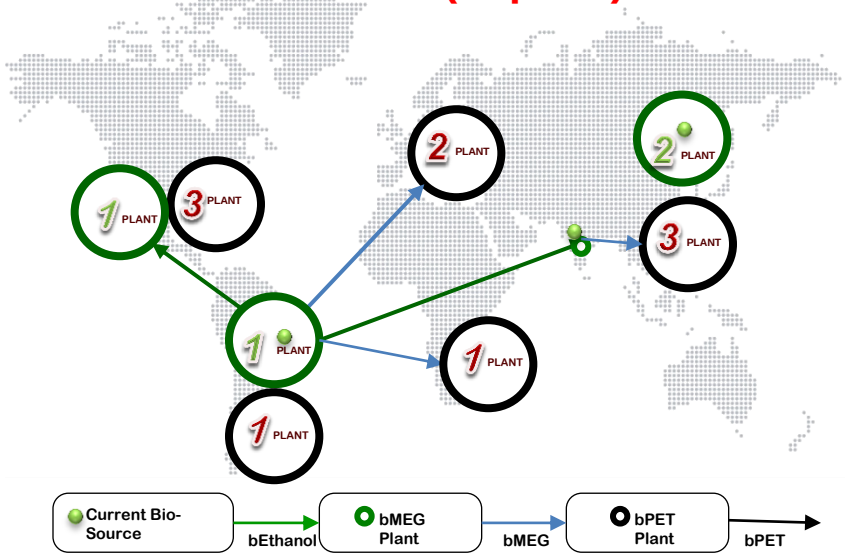
PHASE 1: 2010 (Start)



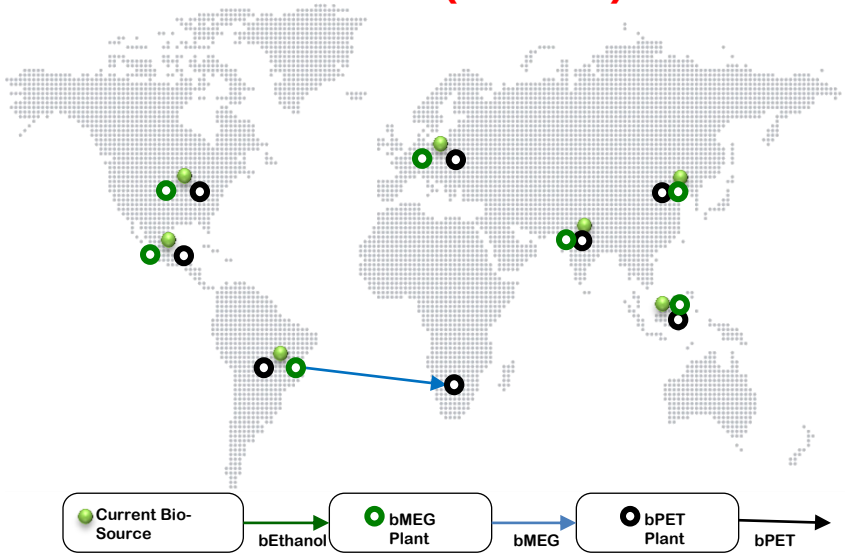
PHASE 2: 2011-2013 (Optimize)



PHASE 3 : 2014-15 (Expand)



Phase 4: 2016-2020 (Sustain)



Innovation Collaboration: Demand

PEOPLE

PROFIT

CAGNY
CONSUMER ANALYST GROUP OF NEW YORK

PRODUCTIVITY

PARTNERS

Publix

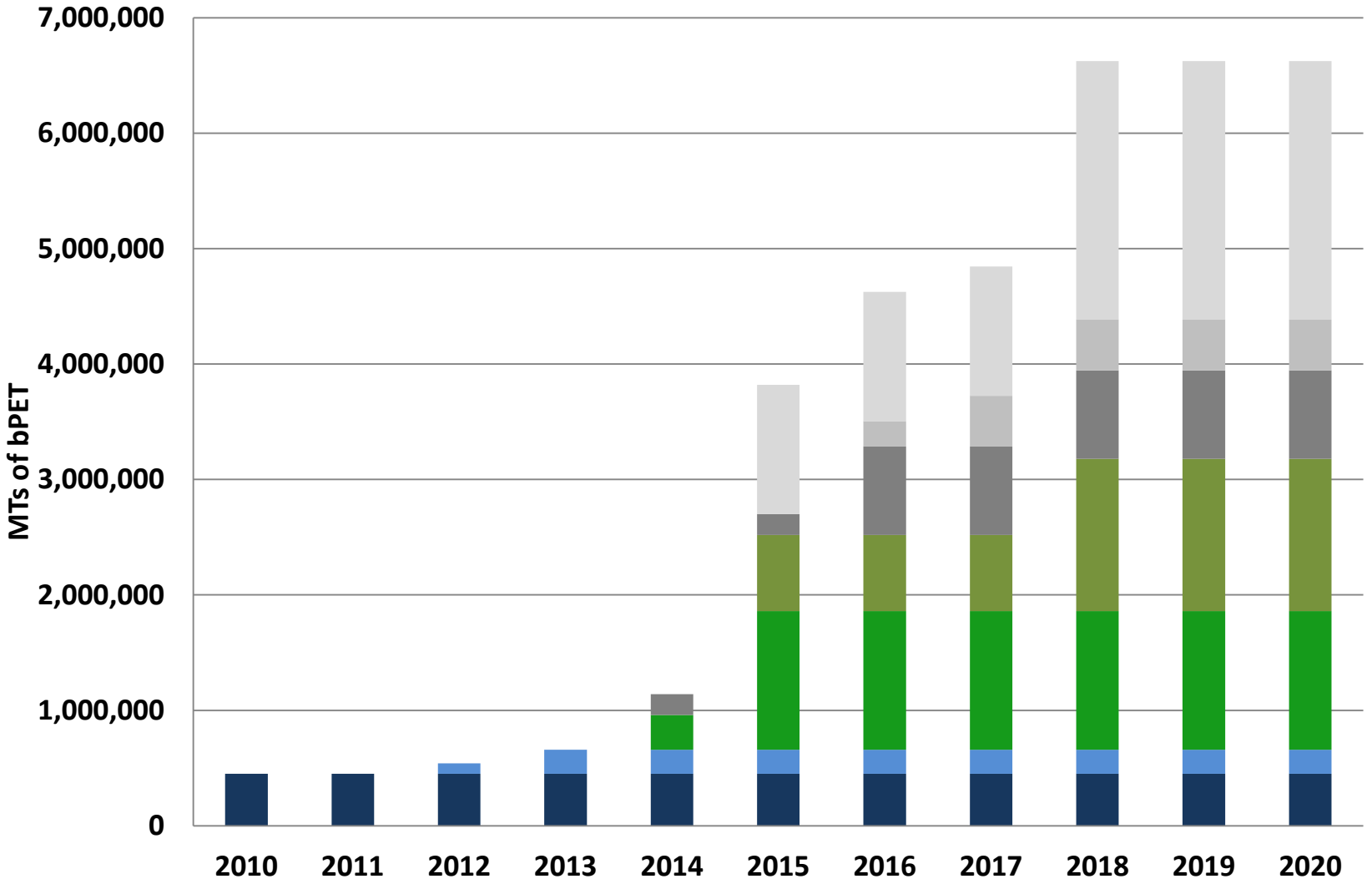
HEINZ
guess what happens when you plant this coaster?
TOMATO KETCHUP

LEADERSHIP

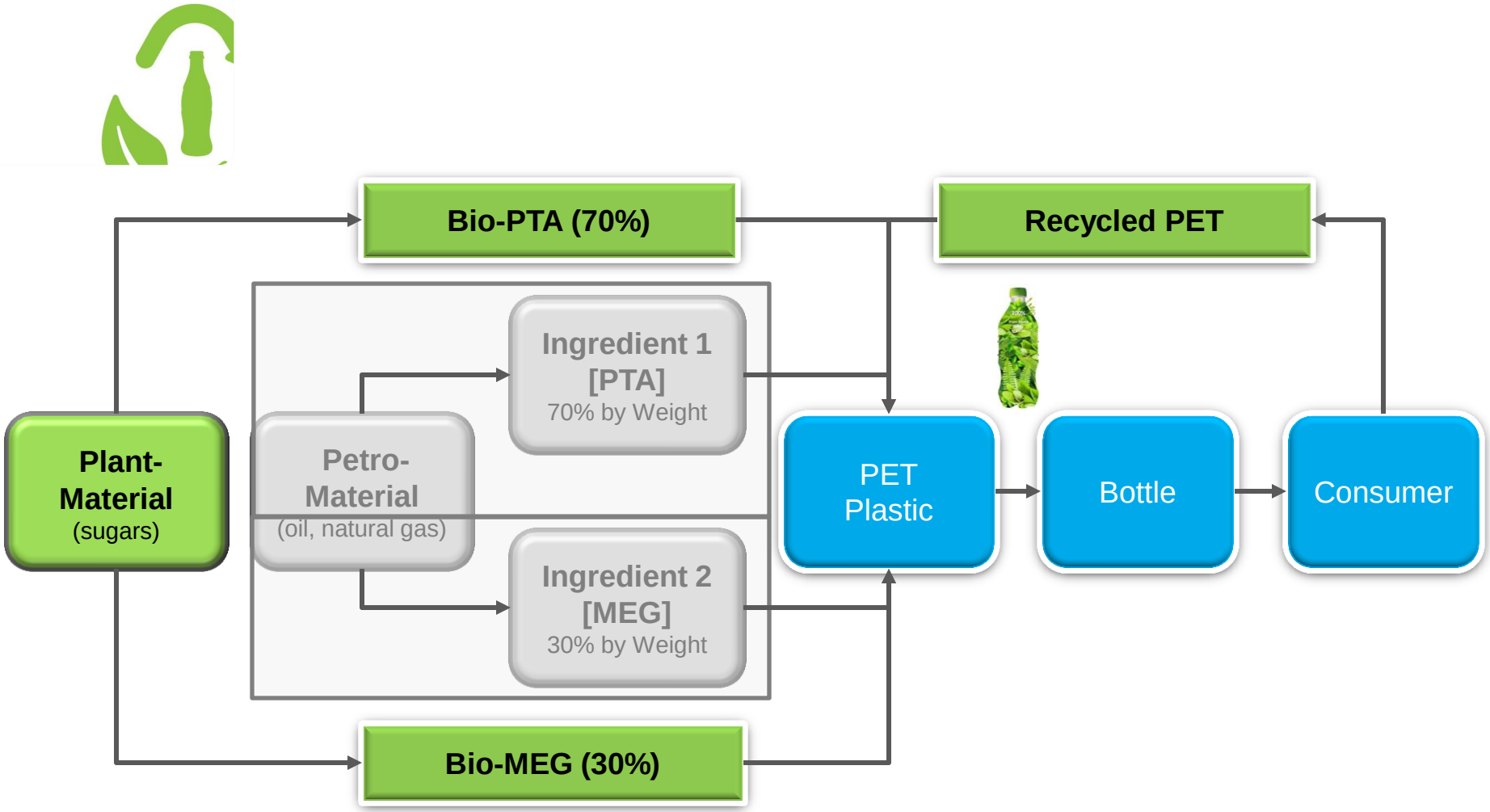
PORTFOLIO

PLANET

Expanding Local Bio-Based MEG Supply



Innovation Collaboration: Technology



* Patent pending on claim “Plant-based PET material with 1% to 100 % plant based content from bio MEG and/or bio PTA”

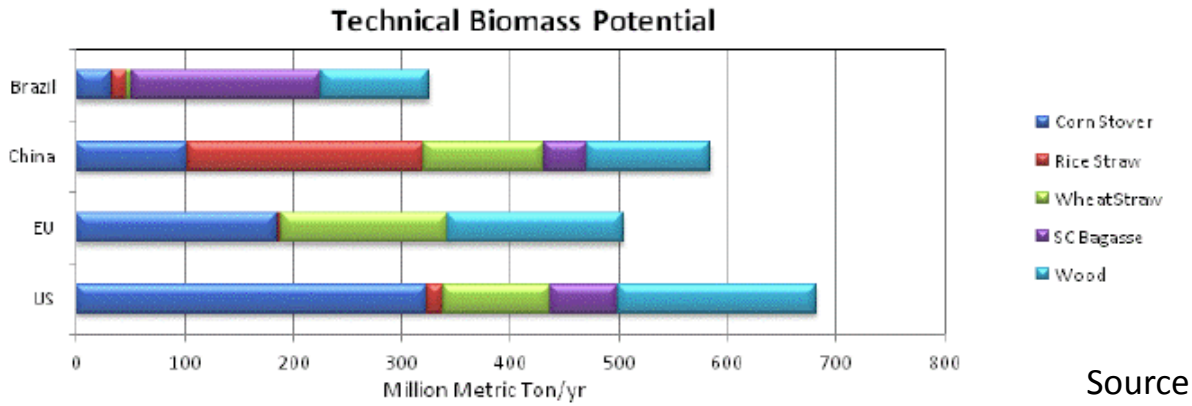
Innovation Collaboration: Technology

Understand research and development landscape

- Technical Advisory Board (TAB)
- Supply Base
- 3rd Party Consultants
- IP landscape review and deep dive
- PlantPET Technology Collaborative (PTC)

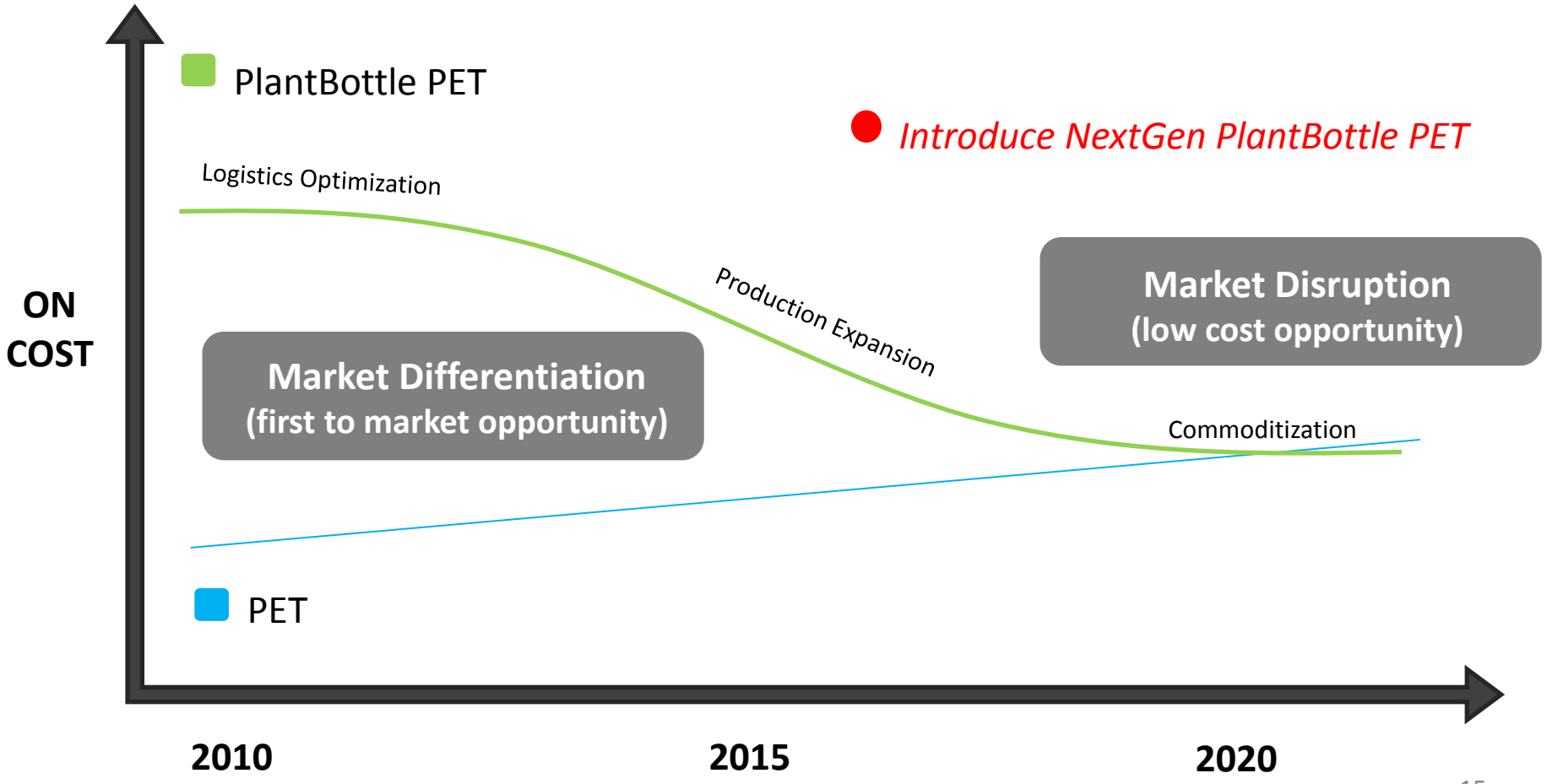
Initiate research agreements with strategic partners

Innovation Collaboration: Feedstocks



Source: Novazyme

PlantBottle™ Packaging Value Strategy



+20 Countries, 10 Billion Bottles, 3 Years

Goal: 100% of virgin PET resin to contain PlantBottle Packaging Technology 1.0 by 2020

plantbottle™