

# PepsiCo: World's First 100 Percent Plant-Based, Renewably Sourced PET Bottle

March 15th, 2011 3:17 pm ET

Jeromie Williams



Photo: PepsiCo

**PepsiCo has announced today what the Coca Cola Corporation says it was still years away from completing - an entirely 100% plant-based plastic bottle. Consumers however will have to wait until 2012 for full-scale production to begin.**

The bottle is said to be made from materials such as switch grass, pine bark and corn husks, and plans for the future include orange peels, potato peels, oat hulls and other agricultural byproducts - byproducts created by PepsiCo's own food industry businesses.

The most customer based breakthrough that the new bottle brings forward is that it looks, acts and protects contents in an identical manner as the current brand of PTE (polyethylene terephthalate) bottles but comes from a completely 100% recyclable and renewable resource.

Conrad Mackerron, Senior Program Director of [As You Sow](#), a San Francisco-based foundation, approves of the new PepsiCo bottle for numerous reasons.

[As You Sow](#) applauds PepsiCo's innovative packaging design. By reducing reliance on petroleum-based materials and using its own agricultural scraps as feedstock for new bottles, this advancement should deliver a double win for the environment and PepsiCo.

PepsiCo has in recent years shifted its attention to global issues of sustainability, resources and recycling - spurring innovations and a list of achievements which they listed in their press release.

- [SunChips](#) developing the world's first fully compostable bag and using solar power at the Modesto manufacturing facility to take some of the plant off the electrical grid;
- light-weighting Aquafina's bottles with the introduction of the [Eco-Fina](#) bottle in 2009, the lightest bottle of its size among U.S. bottled water brands;
- Naked Juice transitioning to a 100 percent post-consumer recycled plastic bottle with the introduction of its [reNEWabottle™](#) - the first beverage, distributed nationally in the U.S., to do so;
- achieving "[positive water balance](#)" in India in 2009 – through direct seeding initiatives, the company replenished nearly six billion liters of water across India, exceeding the total intake of approximately five billion liters of water by its manufacturing facilities;
- introducing the [Dream Machine](#) recycling initiative, to provide greater access to on-the-go recycling receptacles and help increase the U.S. beverage container recycling rate from 34 percent to 50 percent, by 2018;
- launching a groundbreaking pilot program, using low-carbon fertilizers that drastically reduce [Tropicana's](#) lifecycle carbon footprint; and
- [Walkers](#) becoming the first company in the world to display a carbon reduction logo on a consumer product, representing a commitment to become more sustainable and transparent.

"We've cracked the code" says Rocco Papalia, Senior Vice President of Advanced Research at PepsiCo.