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As You Sow Applauds PepsiCo's Commitment

To Increase Recycling Using Dream Machine Kiosks

SAN FRANCISCO -- PepsiCo [announced](#) today it will place bottle and can recycling machines in thousands of public spaces, a move prompted as part of a response to a shareholder proposal filed by As You Sow Foundation asking the company to set container recovery goals.

"We are pleased that PepsiCo has partnered with Waste Management Inc. to site reverse vending machines for bottles and cans as part of its commitment to investors to recycle half of the beverage industry's bottles and cans by 2018," said Conrad MacKerron, senior CSR program director at As You Sow.

As You Sow withdrew a shareholder proposal this spring asking for bottle and can recycling goals at Pepsi after the company [agreed](#) to aim for a 50% industry recycling rate for beverage containers by 2018.

Through shareholder dialogue and the filing of proposals, As You Sow has now received commitments from three of the largest U.S. beverage companies for quantitative bottle/can recycling goals:

- In September 2007, Coca-Cola agreed to recycle 50% of its own PET, glass bottles and aluminum cans by 2015.
- In October 2008, Nestle Waters NA agreed to an industry recycling goal of 60% of PET bottles by 2018.
- On March 25, 2010, PepsiCo announced an industry recycling goal for 50% of PET, glass bottles and aluminum cans by 2018.

As You Sow has challenged large beverage companies for several years as beverage sales soared while bottle and can recycling rates dropped from 54% to 34% over the last 18 years. "We are pleased that beverage industry leaders are finally making substantial commitments to take responsibility for its packaging waste," said MacKerron.

Companies are also starting to realize that recycling their bottles and cans can reduce their corporate carbon footprint. Making containers from recycled content uses significantly less energy and fossil fuels in their production than using virgin

materials: recycled aluminum uses 95% less energy, recycled plastic uses 30% less energy, and recycled glass uses 35% less energy.

If all of the beverage containers that were wasted annually were recycled, about 15.6 million metric tons of greenhouse gases could be reduced, the equivalent to emissions from 36.2 million barrels of oil.

“Supporting placement of Dream Machine kiosks is a commendable first step by Pepsi to increase container recycling. It should result in the capture of hundreds of millions more bottles and cans per year. However, substantial additional actions will be required to put the company on a trajectory to meet its 2018 recycling commitment,” added MacKerron.

As You Sow has [compiled](#) scorecards evaluating industry performance based on original research on bottle and can recycling and recycled content policies.