

Cadbury Australia announces to reduce use of virgin plastic packaging

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Australian food and beverage brand Cadbury has partnered with global packaging leader Amcor to source around 1000 tonnes of post-consumer recycled plastic to package its core Cadbury chocolate range. The aim is to reduce the company's reliance on virgin plastic and accelerate its sustainability goals. The rollout of recycled material is expected to begin in Q1 of 2024 with blocks, then expanding into bar lines such as Cherry Ripe, Crunchie, and Twirl, as well as pieces of wrappers for Roses and Favourites.

This announcement follows Cadbury's parent company, Mondeľ International, sharing its long-term vision to recycle plastic waste in Australia. They partnered with Amcor to invest in Licella, funding the construction of one of the first soft plastic advanced recycling facilities in Australia. The new plant in Melbourne, managed by Advanced Recycling Victoria (ARV), is scheduled for completion in 2025 and will initially process around 20,000 tonnes per annum of end-of-life plastic, with plans to scale up to approximately 120,000 tonnes per annum.

Darren Brien, Mondeľ International Australia, New Zealand, and Japan President stated "Reducing virgin plastic use and supporting a circular packaging economy is a focus for our business, and this latest deal to purchase recycled plastic is

another important step in our journey. By creating confidence in the market for recycled material, weâ??re helping to build a future for plastic recycling in this country."