

Coca-Cola launches 100% recycled plastic bottles in Hong Kong

10 April 2024 | News

The Coca-Cola system in Hong Kong has invested HKD3m (\$387,000) in 2024 to support a new neighbourhood collection scheme to encourage recycling



The Coca-Cola system in Hong Kong has invested HKD3m (\$387,000) in 2024 to support a new neighbourhood collection scheme to encourage recycling

The Coca-Cola Company has introduced 500ml Coca-Cola Trademark brands in 100 per cent recycled PET (rPET) bottles in Hong Kong. The new packaging features "I'm a 100 per cent rPET bottle" and "Recycle Me Again" messages to encourage recycling. The move supports The Coca-Cola Company's World Without Waste strategy.

Tim Warwick, Vice President of Operations for Hong Kong, Taiwan, Macau and Mongolia at The Coca-Cola Company, said, "To support The Coca-Cola Company's World Without Waste strategy, we have been taking a bold, innovative approach to sustainability and are now doubling down on our rPET packaging effort to help drive our sustainability agenda forward." The Coca-Cola system in Hong Kong has invested HKD3m (\$387,000) in 2024 to support a new neighbourhood collection scheme to encourage recycling.

"Our packaging is our biggest, most visible billboard. We have been using the power of our brands, leading with Coca-Cola and F&B, to educate, inspire and advance our sustainability priorities," Marella Canepa Risso, Franchise Operations Director, Hong Kong and Macau at The Coca-Cola Company, said: "The introduction of our iconic Coca-Cola Trademark brands in 100 per cent rPET bottles is an important step in our journey to showcase how recycling can help speed up a circular economy."