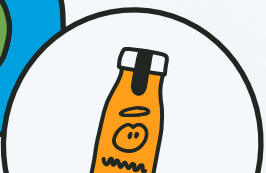


plastic isn't rubbish

a little guide to why our drinks
are in plastic bottles





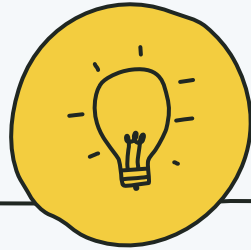
hello

Here at innocent, we've always tried to do things in the right way. We take responsibility for our impact on people and the planet, and have a mantra to leave things better than we find them.

Ever since we sold our first smoothie at a music festival in 1999, we've been on a quest to get healthy drinks into people's hands (and bodies) while keeping the planet healthy at the same time. At the moment, plastic bottles are the most sustainable way of doing that. While they might not get the best press, we're proud of our packs and believe they're the right choice when it comes to tackling the huge issue of climate change. Head this way to find out why.



the story so far



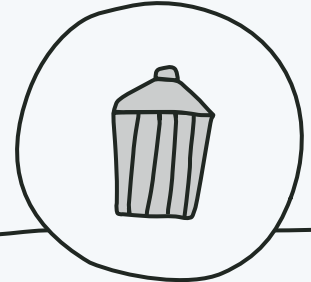
2003

We start thinking about the impact our bottles have on the planet and launch our first 25% recycled plastic (rPET) bottle. Big moment.



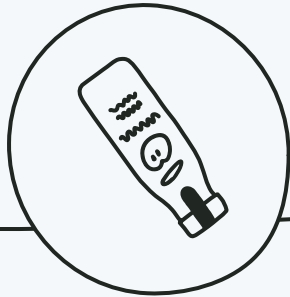
2006

We hit 50% recycled plastic in all of our bottles, except one which we trial in PLA – a compostable plastic.



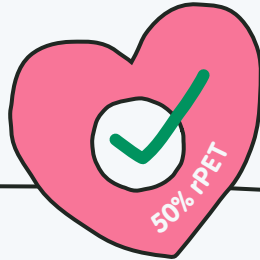
2007

We test drive our first 100% recycled bottle. Great idea in theory, but it didn't go too well and turned out a funny colour.



2011

We have to pull back to 35% rPET because the bottles aren't looking their best. We get some advice from our friends at WRAP



2013

We work hard to improve our bottles and get some of them back up to 50% recycled plastic. Happy days.



2018

We make our most sustainable bottle yet from 50% recycled and 15% plant plastic. It's the greatest bottle we've ever seen.

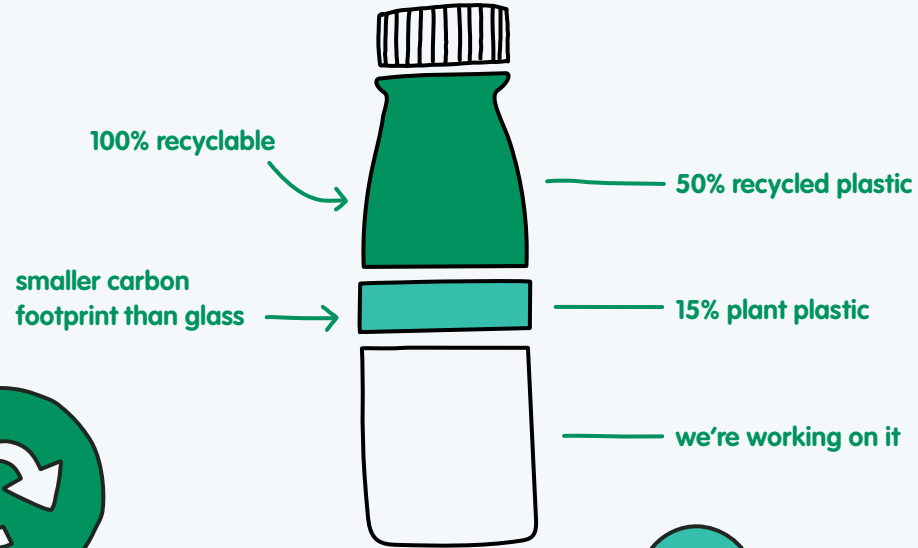


2025

By 2025, all of our bottles will be made from 100% renewable stuff (recycled or plant plastic). Watch this space.

our most sustainable bottles yet

You won't be able to tell from looking at them, but our new smoothie bottles are the most sustainable ones we've ever created. They're made from recycled plastic and plastic from plants. We're on the case to make them even more sustainable by 2025 – and so far, it's looking good.

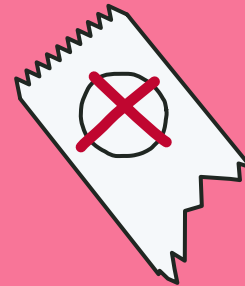


why don't we use glass?

Plastic is much lighter, easier to transport and there's no risk of it shattering. Research has shown that the carbon footprint of a single use plastic bottle is three times smaller than a glass one. This shrinks even more when plastic is recycled. So if we want to keep our carbon footprint low, glass is out the window.

why not 100% recycled plastic?

We made a 100% recycled plastic bottle in 2007, but found out it wasn't very sustainable in the long run. It turns out that if everyone went to 100% rPET, the quality of plastic would decrease. So if we want to build a truly circular economy (and keep using plastic again and again), mixing plant plastic with recycled plastic is the best way to go.

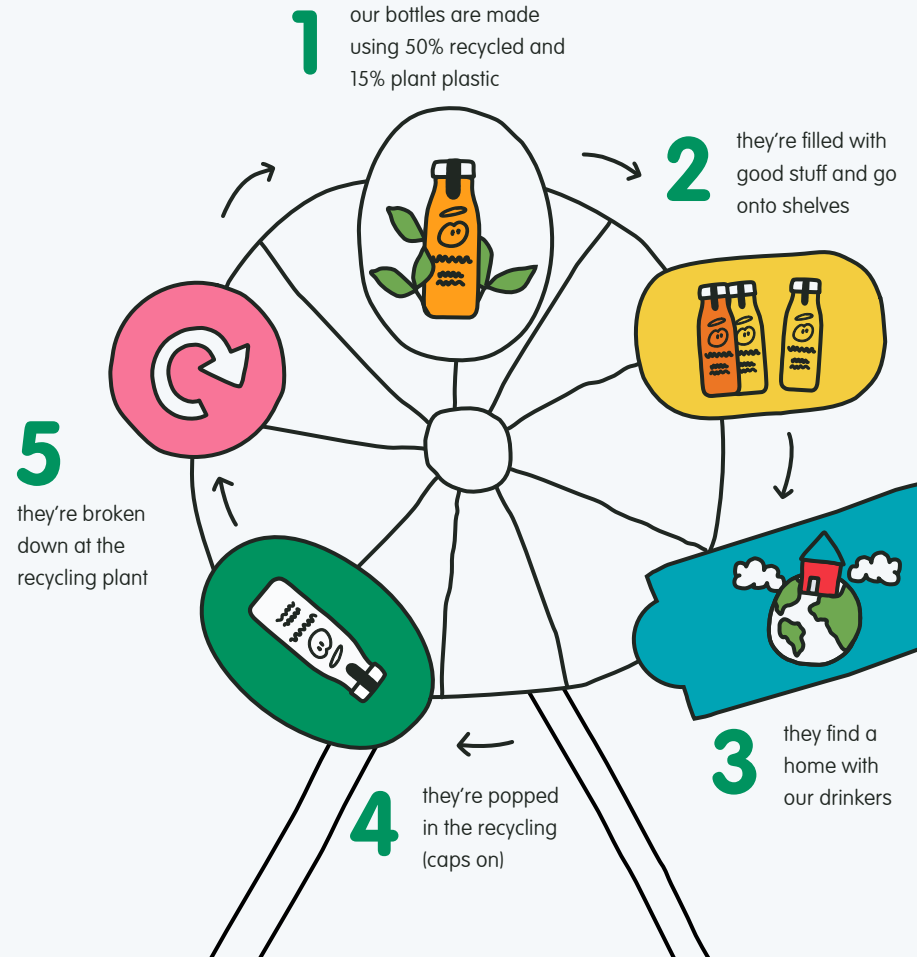


the circular economy

(also known as 'the innocent wheel of using plastic over and over again')

In our eyes, the world is facing two really big problems: climate change and plastic pollution. Luckily, there's a way to tackle them both and it's called 'the circular economy'. You can't beat a catchy title.

The circular economy is all about treating plastic with the respect it deserves. That means using less of it, not littering it, then recycling it over and over and over and over. Then a few more times after that.



the plastics pact

It's really important that we change the way plastic is made and used. One initiative that's helping to make this happen is the UK Plastics Pact, which we're chuffed to be founding members of. Led by sustainability experts WRAP (who have been working with us on our bottles since 2009), the pact has laid out some clear steps that will help us get to a place where plastics are valued. Here are the four main targets we need to hit by 2025:

- 1 put a stop to problematic or unnecessary single-use packaging by finding a better alternative
- 2 100% of plastic packaging will be reusable, recyclable or compostable
- 3 70% of plastic packaging will be recycled or composted
- 4 30% will be the average recycled content for all plastic packaging



leaving things better than we find them

Plastic isn't the only big issue we're tackling. We're doing everything we can in these areas too.



going carbon neutral

We have committed to being completely carbon neutral by 2030. You can hold us to that.



superhero suppliers

We run a hero supplier program to make sure every single one of our suppliers will be FSA (Farm Sustainability Assessment) certified by 2023.



fruit that never flies

We only transport our fruit by boat, road or rail. And we're currently trialling fully electric trucks in Germany. Fancy.



10% of profits to charity

Since we began, we've donated over £15 million to support lonely older people and help the world's hungry.



