

As part of our longstanding sustainability commitments, three years ago, we transitioned K-Cup® pods to polypropylene #5 plastic, which is a material used in many packaging containers that are accepted in the vast majority of Canadian municipal recycling programs, but many still do not accept K-Cup® pods. As we continue working with municipalities and the recycling industry to increase K-Cup® pod recycling acceptance, we've been evolving our communications with consumers to share that the pods are accepted for recycling in select communities and remind them of the appropriate steps to recycle.

The agreement with the Competition Bureau of Canada will further enhance our communications, reminding consumers to verify whether K-Cup® pods are accepted in their municipality's recycling program and, if so, if any additional steps are required locally to prepare the pods for recycling.

We strongly believe that the advancement of recycling and a circular economy is a collaborative effort. That is why we are actively working with other organizations to develop concrete solutions to improve the management and recycling of post-consumer plastics, as a founding member of the Circular Plastics Taskforce and a founding signatory of the Canada Plastics Pact.