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PlantBottle® Packaging

Making Big Ideas Happen

February 2016

Miki Knutzen

USDA Agricultural Outlook Forum 2016



Rationale - Why PlantBottle ?



+60% of The Coca-Cola Company packaging volume is in PET plastic

PlantBottle ensures PET plastic remains viable amid growing headwinds like:



Chemophobia



Fossil Fuels



Waste



Cost Volatility

- Meets consumer beverage needs
- Capable of closed loop recycling
- Less dependence on oil
- Lower material carbon footprint

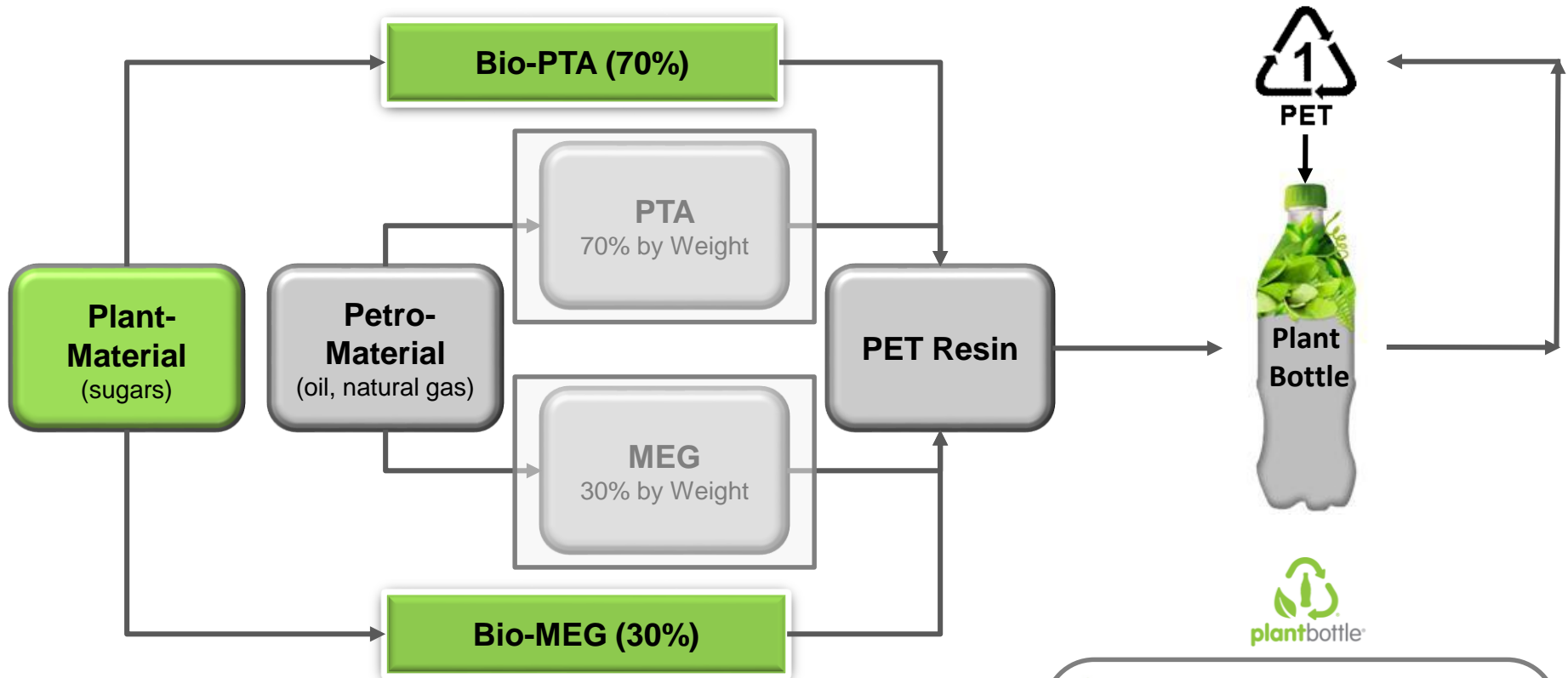


- PlantBottle packaging is PET plastic as you know it, just sourced from plants as opposed to oil.



A Differentiated Technology Pathway

[PlantBottle™ PET 2.0]



[PlantBottle™ PET 1.0]

PlantBottle PET is chemically & physically **the same as** petroleum-based PET:



Renewably Sourced



Recyclable / Reusable



Same Material Performance

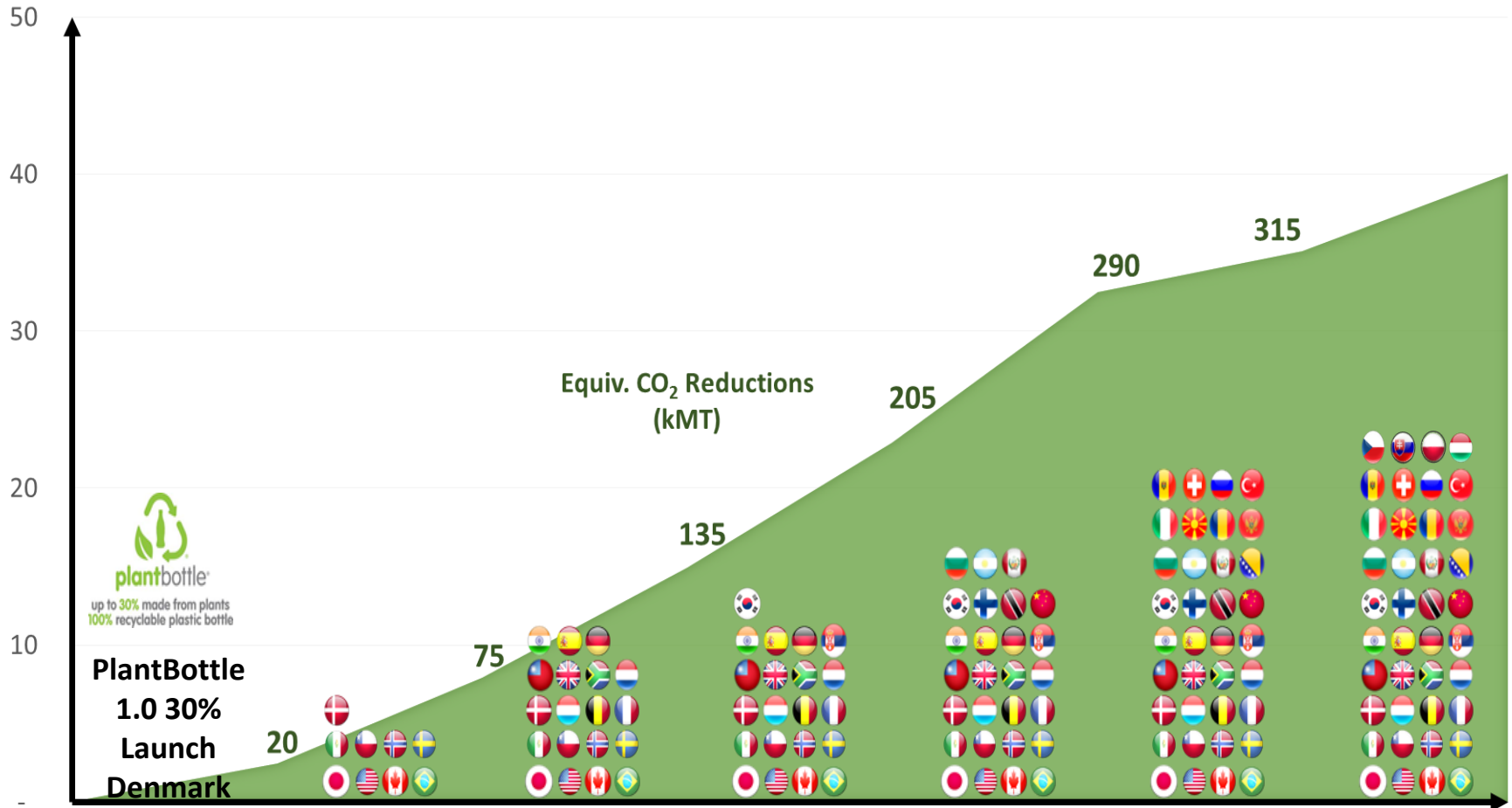
The Coca-Cola Company is the **Largest Bioplastic** user in the World



40 Countries, **40** Billion Bottles, **+25** Brands, **6** Years
We expect PlantBottle will be used in all our PET bottles in the future.

PLANTBOTTLE TIMELINE

■ Billion Bottles



PlantBottle 1.0 30% Launch Denmark

2009



Dasani pilot in WC US

2010



Vancouver Olympics



Dasani US Earth Month

2011



Odwalla 100% PE



Heinz

2012



PlantBottle 2.0



PTC

2013



Ford Fusion

2014



SeaWorld "Cup"

2015



100% PlantBottle unveiled @ World Expo

PlantBottle is a holistic approach to **Drive Value** and **Sustainable Growth**



**TOP LINE
(BETTER)**

- Differentiate our brands and products.
- Engage millennials.



**ENVIRONMENT
(CLEANER)**

- Build Trust.
- License to grow with PET
- Lead the industry change



**BOTTOM LINE
(LEANER)**

- Diversify from volatile fossil fuels.
- Achieve cost parity.



Environmental Performance

PlantBottle packaging looks, performs and recycles just like traditional PET plastic, but does so with a lighter footprint on the planet and its scarce resources:



Bottles	Metric Tons of CO2 Removed	Gallons of Gas Saved	Barrels of Oil Saved	Eq. Cars Off the Road
+40 Billion	+365,000	+41,000,000	+845,000	+77,000

Additionally, renewable materials provide the added benefit of atmospheric CO₂ removal. Carbon that is captured by the plants is “stored” in the PET molecule and recycled by the closed loop system:



Driving **Topline** Value

PlantBottle Packaging has proven to drive volume, value, brand love as well as increase authorizations with key retailers

NATURE (Water)



WHY CHANGE WHAT NATURE HAS PERFECTED?

NATURAL (Juice/Tea)



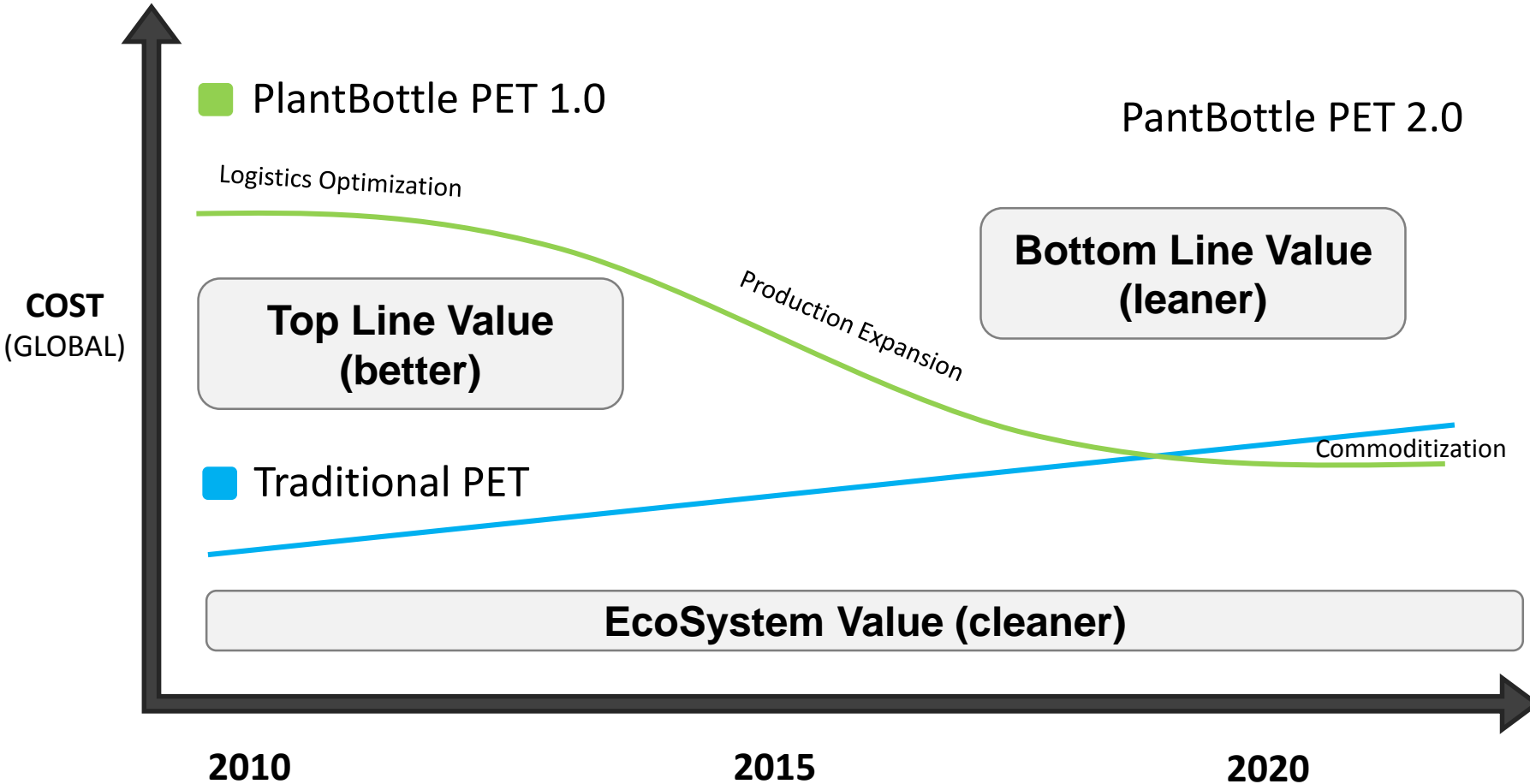
HAPPINESS (Coca-Cola)



Customers demand & reward PlantBottle™

- Advance shared sustainability goals = new authorizations
- Enhance shopper experience = more in-store promotions
- Catalyze innovation = supply partnerships

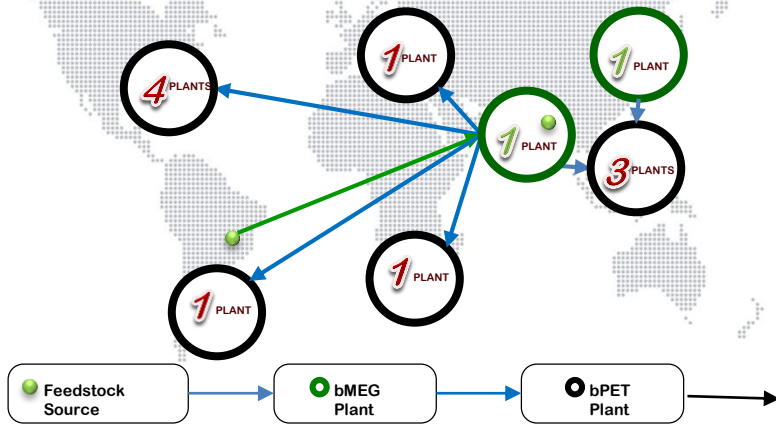
PlantBottle Packaging **Commercial** Strategy



PlantBottle Supply Chain Evolution

Current Supply Chain

Local bMEG & bPET capacity in strategic markets. Diverse local feedstocks sourced responsibly.



Sub-optimized supply chain

- Limited 1st Gen feedstock source (Brazil/India)
- Dual bMEG plants (India/Taiwan)
- Regional bPET capability
- High transportation costs
- Some tariffs & duties

Optimized supply chain

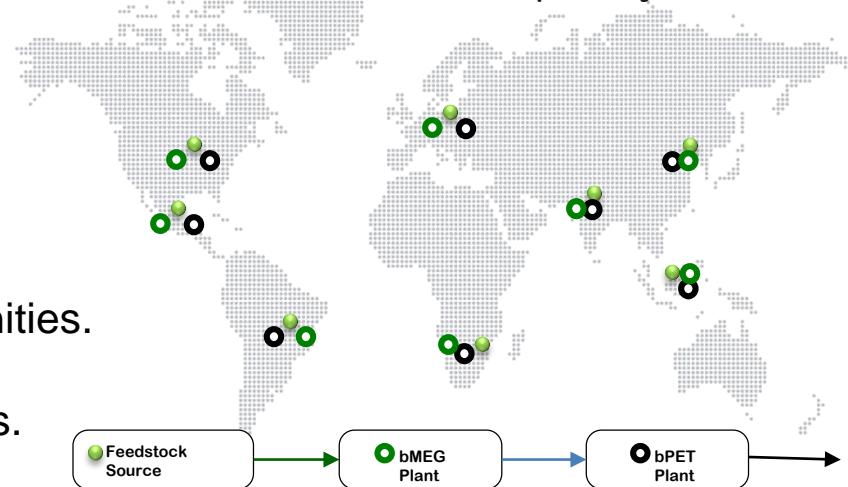
- Local feedstock supply (1st & 2nd Gen)
- Local bMEG production (1st & 2nd Gen)
- Local bio-PET production
- Parity transportation costs
- Parity tariffs & duties

Additional benefits:

- Less feedstock volatility. Hedging opportunities.
- Further carbon footprint reduction.
- Diverse feedstocks benefiting local farmers.
- Economic boost for local recyclers.

Maturity: 2018-2020

Local bMEG & bPET capacity in strategic markets. Diverse local feedstocks sourced responsibly.



Next Generation Technologies

100%

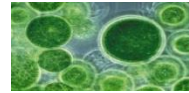
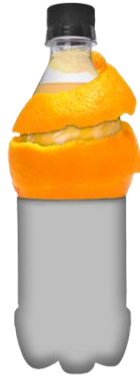
PlantBottle 2.0

2Gen Biomass or bMEG

PlantBottle 1.1

30%

PlantBottle 1.0



THANK
YOU

