



## COMPANY NEWS

London, 20 November 2020

### **Industry leaders Nestlé and JDE Peet's join forces to launch nationwide coffee pod recycling scheme in the UK**

Nestlé and Jacobs Douwe Egberts UK (JDE UK, part of the JDE Peet's Group), the two biggest players in the UK coffee industry, covering brands including Nespresso, Nescafé Dolce Gusto and Tassimo, have joined forces to create Podback: a first of its kind recycling programme for coffee pods

Podback, a not-for-profit organisation, is the UK's first cross-industry collaboration of its kind within the coffee sector, providing several easy ways for UK consumers to recycle their coffee pods.

Launching in early 2021 the scheme will initially cover brands including Nespresso, Nescafé Dolce Gusto and Tassimo – representing the majority of the UK market – the ambition is to expand the programme to include all coffee brands that use plastic or aluminium pods in the UK.

The move comes as new research reveals confusion amongst consumers, with more than a third (35%) of coffee pod drinkers unaware that pods can be recycled, and nine in 10 (90%) stating that they'd like to be able to recycle their coffee pods through their usual household recycling.\*

Guillaume Chesneau, Managing Director, Nespresso UK and Ireland, Board Director of Podback, said: *"As co-founders of the scheme, as well as pioneers of the minimal-waste portioned coffee system, we are excited to build on our strong existing recycling services already in place. Our ambition is to create a powerful end-to-end recycling solution, available to all, and Podback demonstrates our commitment towards achieving this important goal."*

*"We are working closely with manufacturers, retailers and local authorities and calling upon them to join us and ensure the scheme has maximum impact."*

Toby Bevans, Marketing Director, JDE UK and Ireland, Board Director of Podback, said: *"We are proud to be a co-founder of Podback in the UK, working to ensure that every pod enjoyed, is easily recycled. Together with Nestlé, we are calling on the entire industry to put commercial rivalries aside and collaborate, working together with other brands and retailers to make it as easy as possible for our consumers to recycle their pods."*

Podback will expand recycling options for coffee pods in three ways:

- **Collect+:** Consumers will be able to take their used coffee pods to their nearest Collect+ delivered by Yodel drop-off point. There are more than 6,500 drop-off points in local stores across the UK, open seven days a week.
- **Kerbside collection:** In a pioneering effort to make recycling easier for consumers, coffee pods will be collected alongside their regular household waste and recycling. This has not previously been possible within the UK's waste infrastructure. Exeter City Council, Cheltenham Borough Council and South Derbyshire District Council are in advanced discussions with Podback to become the first confirmed partners, meaning that from launch, over 330,000 residents living in these areas will be able to have their pods collected alongside their household waste and recycling. Podback is in live discussions with several other local authorities to have collections operational at launch, with ambitious plans to expand across the UK.



- Retailer 'handover at home': Podback is in ongoing discussions with retailers to facilitate a 'handover at home' option, meaning that consumers can have their used coffee pods collected for recycling when they have their groceries delivered. While this is unlikely to be ready for launch, Podback partners are working hard to make this a reality as soon as possible.

Councillor Chris Coleman, Cabinet Member Clean and Green Environment, Cheltenham Borough Council, said: *"We're pleased to be working with Podback, as one of the scheme's first local authority partners, to offer our residents a simple way to recycle their coffee pods from their homes, particularly now many of us are doing more home working. Recycling is one of the easiest steps we can all take to protect the environment, and we're looking forward to bringing this scheme to our residents early next year."*

Collected pods will be taken to re-processors in the UK to separate the packaging from the used coffee grounds before being recycled into a range of everyday products.

Coffee pod sales in the UK have surged in popularity in recent years as consumer preferences have developed to desire luxury coffee at home, yet new research conducted by YouGov on behalf of Podback has found that more than a third (35%) of coffee pod consumers are not aware that pods can currently be recycled.

Richard Howatson, Business Unit Manager, Nescafé Dolce Gusto and Starbucks at Home: said: *"There is power in collaboration and we know that by joining forces we can have even greater influence over the recycling rate of pods. Over the months ahead, we'll be working closely with local authorities and other partners to make this a reality through Podback – meaning coffee drinkers will have a simple and effective way to recycle their pods, whichever brand they choose."*

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#### Notes to editors

\* The polling was conducted by YouGov on behalf of Podback, between 9-11 September 2020. Total sample size was 4,323 adults. The figures have been weighted and are representative of all UK adults (aged 18+).

For more information you can visit the Podback website: [www.podback.org](http://www.podback.org)

#### About Podback founding members:

- JACOBS DOUWE EGBERTS (JDE): For more than 265 years, we have been inspired by the belief that it's amazing what can happen over a cup of coffee. Today our coffee portfolio is available in over 100 countries and we are proudly part of the JDE Peet's Group, the world's largest pure-play coffee and tea company. In the UK and Ireland, our household brand names include Tassimo, L'OR, Kenco and Douwe Egberts.
- NESTLÉ: Nestlé is the world's largest food and beverage company. With more than 2000 brands ranging from global icons to local favourites, we are present in 189 countries around the world. Our UK and Ireland coffee pod brands include Nespresso and Nescafé Dolce Gusto.

#### About the recycling process:

- The plastic and aluminium pods are processed separately to produce plastic pellets and aluminium ingots. The plastic pellets will be used by manufacturers to produce high grade plastic items, like garden furniture, while the aluminium ingots can create beverage cans, car spare parts and other everyday objects.
- The coffee grounds go through anaerobic digestion, producing both soil improver and biogas.

#### About the existing recycling schemes offered by the brands:

- For a number of years, Nespresso, Tassimo and Nescafé Dolce Gusto have invested in recycling collection services and set-up dedicated processing facilities which have been successful in their own right.
- Nespresso has been running a UK and Ireland recycling scheme for its aluminium pods for 10 years, with over a third (39%) of all pods recycled.



- Tassimo and L'OR have been working with TerraCycle for over ten years to provide a route for consumers to recycle their coffee pods and packaging.
- Nescafé Dolce Gusto set up its own recycling service in December 2018, which has been operational since January 2019. Through the scheme, consumers can return their Dolce Gusto pods via any Collect+ drop off point.