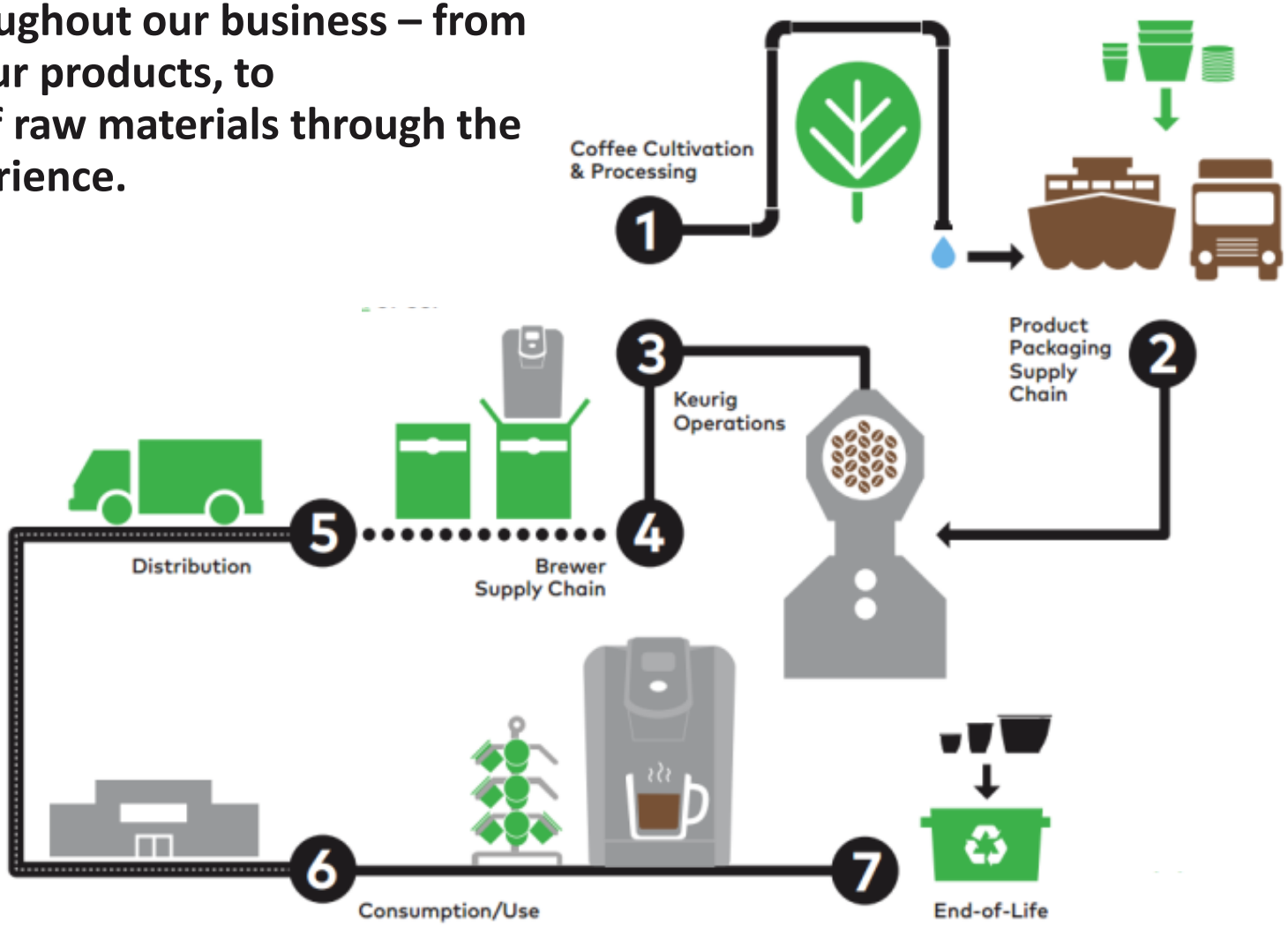
KEURIG GREEN MOUNTAIN

Tina Bosch Ladd
Sr. Sustainability Manager
June 12, 2017

COFFEE & TECHNOLOGY
1981
2006
1990

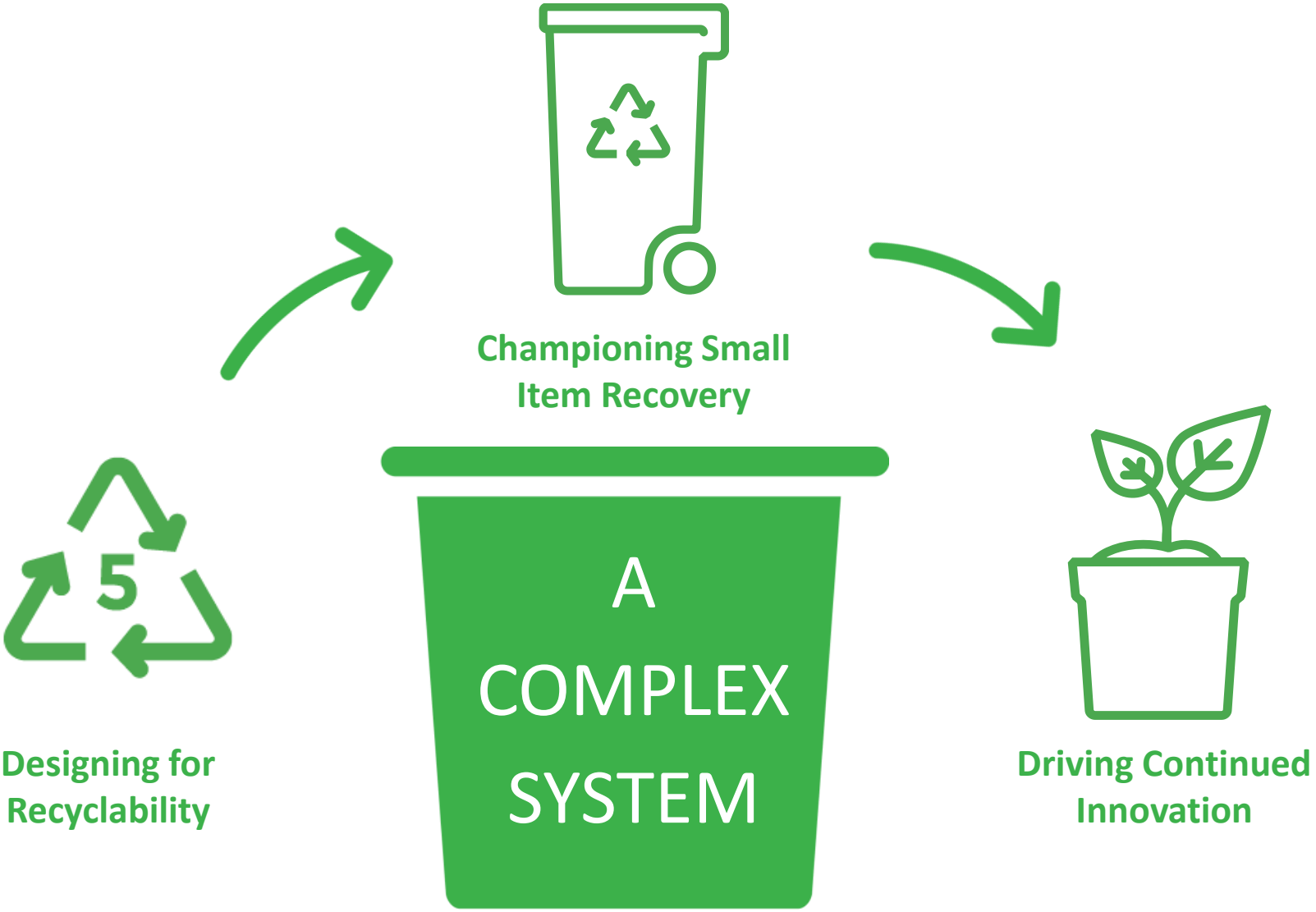
SUSTAINABILITY THROUGHOUT OUR BUSINESS

Our sustainability strategy and targets are integrated throughout our business – from the design of our products, to procurement of raw materials through the consumer experience.



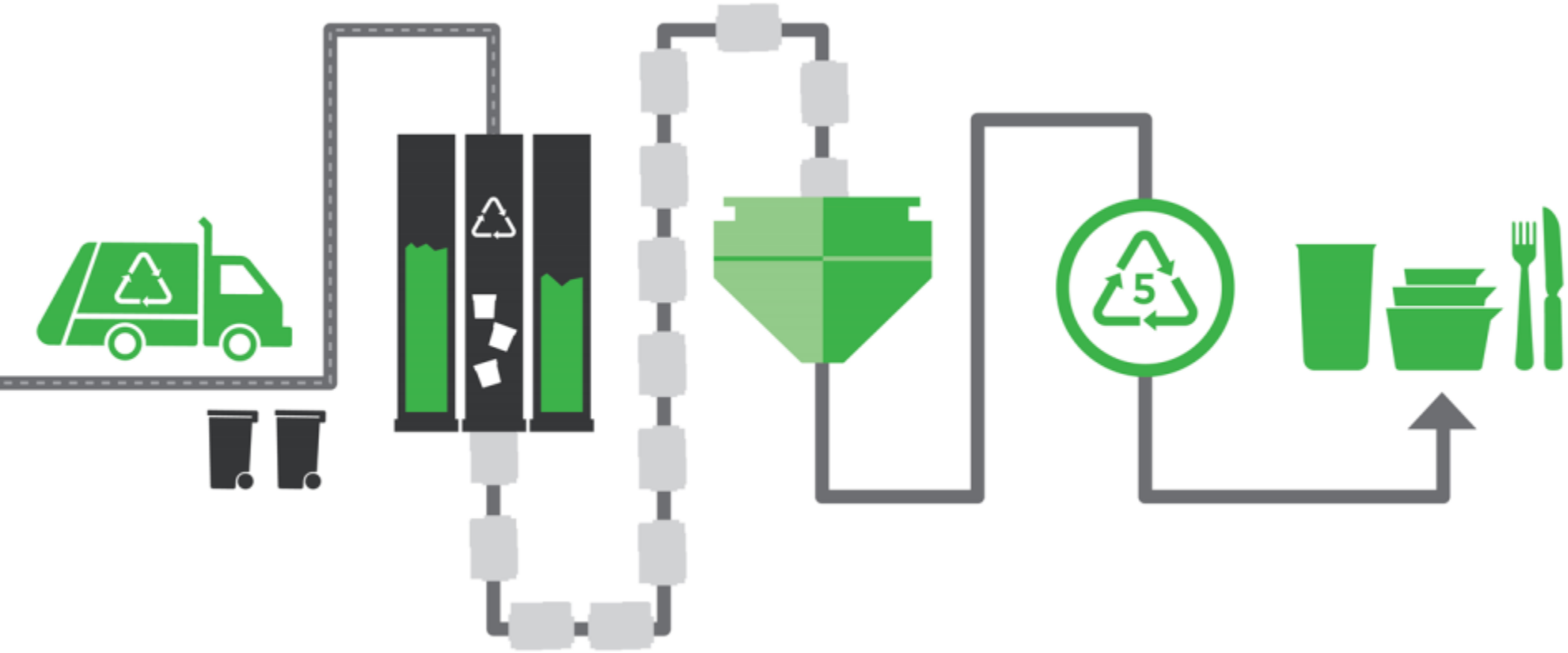
A COMPREHENSIVE APPROACH TO RECYCLABILITY

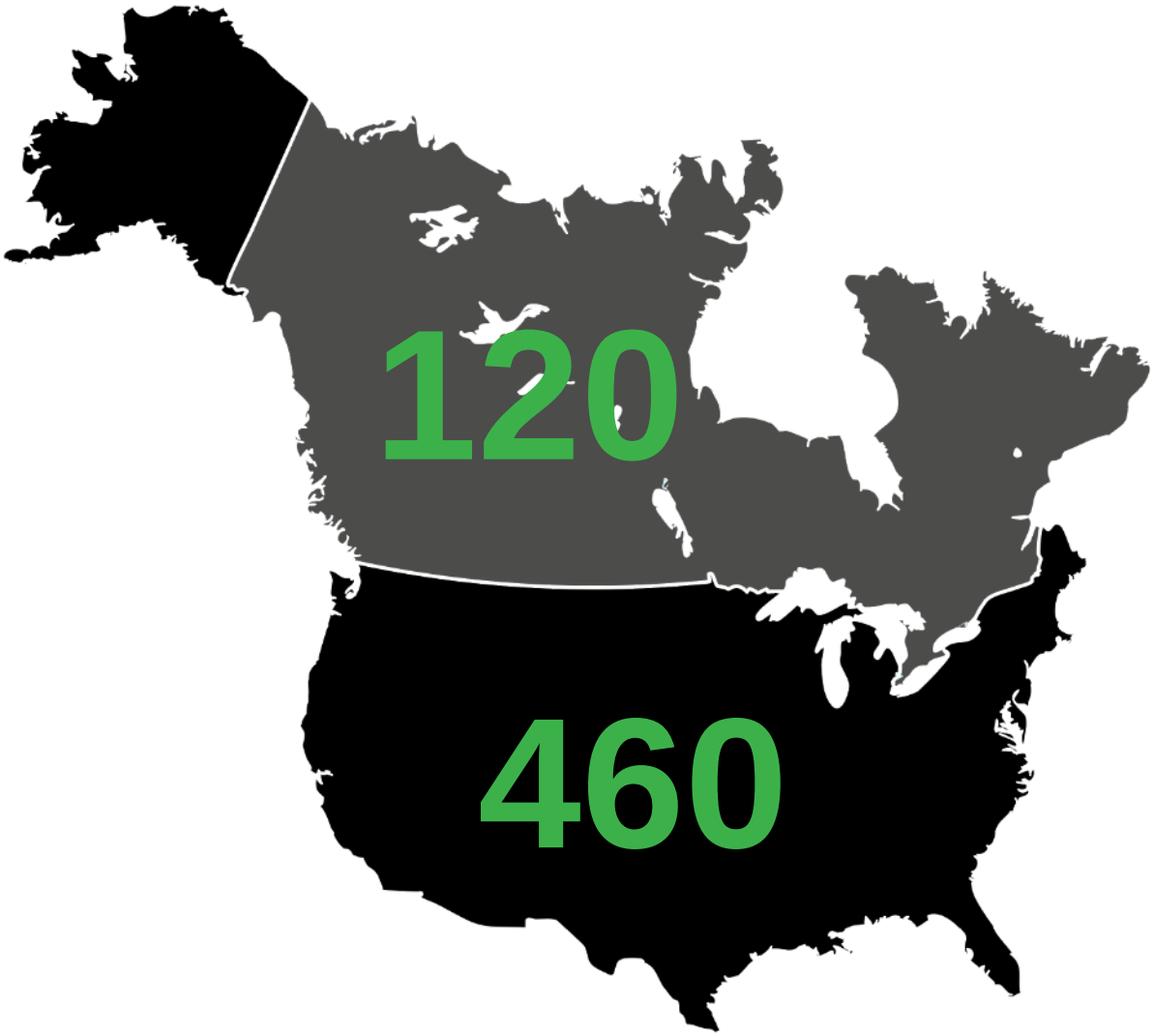
By 2020 100% of our K-Cup® pods will be recyclable



UNDERSTANDING THE RECYCLING SYSTEM

Testing with MRFs, Reclaimers and Experts informed our design





Currently, there are **460 major US facilities** and **120 Canadian facilities** accepting residential recycling materials.

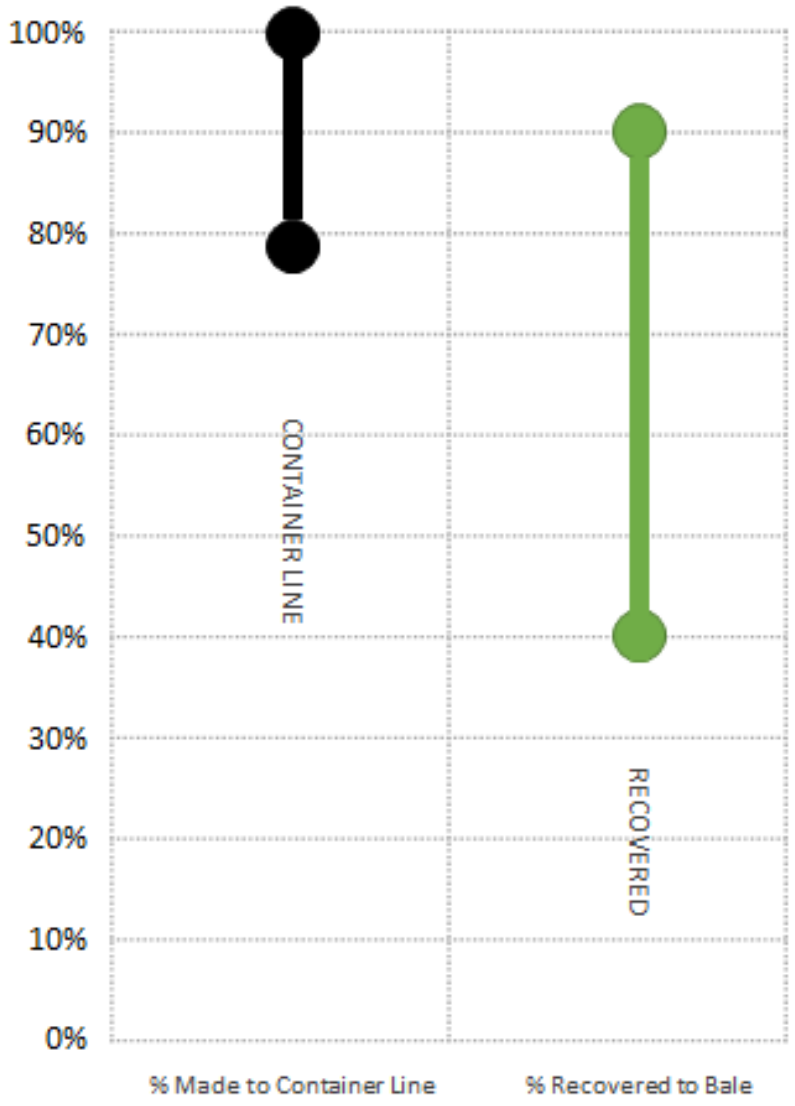
1. Pods are **not too small** to be recovered.
2. **Filter paper** being attached to the pod is not a problem for recovery or recycling.
3. **Polypropylene (#5) plastic** is a highly recyclable and desirable material.
4. Preference to have **grounds emptied** from the pod prior to collection.
5. **RFID technology** used during testing protocol provides 100% traceability of pods through any MRF

TESTING INNOVATION

Introducing RFID Technology to the Industry

- Test methodology recognized by Sustainable Packaging Coalition
  - 2017 Innovators Award: Breakthrough Process category
- Use of RFID Technology addresses 2 challenges identified in prior testing
  - High number of unaccounted for pods
  - Increased efficiency of testing and reduced disruption to facility

STARK RFID



KEY FINDINGS

- ✓ **<0.01% impact on paper quality**, with minimal loss to glass, and
- ✓ An average of **90% of empty K-Cup®** pods make it to the container line
- ✓ A recovery potential that **exceeds 80% of incoming material**.