

24 MARCH 2021

## Amcor and Mars Food celebrate initial pilot of designed to be recycled microwavable rice pouches



- Amcor innovation creates easier to recycle microwavable rice pouches with Mars Food, to be available to UK consumers from April
- Amcor's partnership with Mars Food enables the brand to make progress toward its ambitious sustainability commitment on microwavable food pouches

**Zurich, Switzerland:** Amcor and Mars Food today celebrate the supermarket roll-out of easier to recycle microwavable rice pouches in the UK. This new pouch, designed to be recycled, will be piloted with Uncle Ben's® Ready to Heat Wholegrain rice, and will be available in Tesco stores from mid-April. The breakthrough innovation delivers on the commitment made by Amcor and Mars Food in [December](#) 2020 to deliver easier to recycle packaging for microwavable food pouches in the first quarter of 2021.

This innovation uses Amcor's proprietary AmLite HeatFlex® technology to allow Mars Food to retain the shape, long shelf-life, functionality and high safety standards needed for its ready-to-heat rice packaging whilst adding the benefits of being easier to recycle. Amcor's recyclable\* AmLite HeatFlex® technology has a broad range of applications for food products that require the packaging to be heated either during manufacturing or at-home consumption.



The roll-out of Uncle Ben's® (soon to be rebranded as Ben's Original®), new pouch coincides with several major UK retailers announcing in-store trials to collect and recycle flexible packaging material such as this.

Today's announcement reflects Amcor's unique R&D capabilities and sustainability strategy, which are creating many new packaging innovations that spark demand for expanded collection and recycling infrastructure for consumers. Major supermarkets have announced that they expect to roll out in-store recycling to cover the whole of the UK over the coming years.

Michael Zacka, President, Flexibles Europe, Middle East & Africa at Amcor said: "The new Mars Food pouch breaks new ground and represents significant progress toward both companies' commitment to more sustainable products. Amcor's innovation approach is to work in partnership with brands like Mars to deliver packaging that meets the needs of their consumers, including on sustainability, and which can act as a catalyst for new waste management and recycling infrastructure. We are committed to remaining the packaging partner of choice for forward-thinking brands looking for innovative solutions that will reduce waste in the environment and drive up recycling."

Matt Cutts, Innovation Director at Mars Food said: "This is a huge step forward for Mars and our journey to fully recyclable packaging. The work is not finished, and we hope this innovation will mean greater discussion surrounding the collection and recycling infrastructure that is needed alongside packaging development."

Helen Bird at WRAP said: "The UK Plastics Pact strategy is for all types of plastic bags and wrappers to be collected for onward recycling. The ability to recycle the material is largely dependent on its design. In many cases this means that the packaging needs to be simplified, requiring research and innovation. WRAP is delighted to see this breakthrough in microwavable food pouch design which means that once it is collected, it can go on to be recycled into new items. And these collections are coming."

For further information on Mars' approach to more sustainable packaging, visit [www.mars.com/sustainability-plan/healthy-planet/sustainable-packaging](http://www.mars.com/sustainability-plan/healthy-planet/sustainable-packaging)

For further information on Amcor's approach to more sustainable packaging, and how Amcor partners with the world's leading brands to deliver unique packaging innovations, visit: [www.amcor.com/sustainability](http://www.amcor.com/sustainability)

*\*AmLite HeatFlex Recyclable is certified as recyclable by cyclos-HTP Institute, an independent testing lab. It can be easily recycled within plastic collection streams already existing in several European countries, including Germany, Austria, parts of Italy, Norway and The Netherlands.*

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### **About Mars Food**

Mars Food is a fast-growing food business, making tastier, healthier, easier meals for all consumers to enjoy. Headquartered in London, Mars Food is a leader in producing great tasting products. Our portfolio includes the following brands: UNCLE BEN'S®, DOLMIO®, SEEDS OF CHANGE®, TASTY BITE®, MASTERFOODS®, SUZI WAN®, EBLY®, ROYCO®, KAN TONG® and RARIS®. Our ambition is to become a model business in the areas of health and nutrition and sustainability, as expressed by our Purpose: Better Food Today, A Better World Tomorrow. Mars Food is a segment of Mars, Incorporated.

### **About Amcor**

Amcor is a global leader in developing and producing responsible packaging for food, beverage, pharmaceutical,



medical, home- and personal-care, and other products. Amcor works with leading companies around the world to protect their products and the people who rely on them, differentiate brands, and improve supply chains through a range of flexible and rigid packaging, specialty cartons, closures, and services. The company is focused on making packaging that is increasingly light-weighted, recyclable and reusable, and made using an increasing amount of recycled content. Around 47,000 Amcor people generate US\$12.5 billion in sales from operations that span about 230 locations in 40-plus countries. NYSE: AMCR; ASX: AMC

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