

10 DECEMBER 2020

## Mars Food and Amcor announce an industry first move to launch a recyclable microwavable rice pouch

- **Mars Food, in partnership with global packaging company Amcor, will bring the first food-safe, mono- material microwavable rice pouch to market in 2021**
- **Breakthrough packaging technology will make the pouches for Mars Food’s household brands such as Ben’s Original and Seeds of Change recyclable where infrastructure exists**
- **The companies are in the final stages of development of the new pouch and the first packs will launch in limited European markets by mid-year 2021**



**Zurich, Switzerland:** Mars Food today announced it will begin to use recyclable mono-polypropylene plastic (PP) for its microwavable rice pouches in 2021. The project will bring to market the industry’s first food-safe, mono-material microwavable rice pouch. Launching with an initial pilot in the first half of 2021, the business has ambitions to further scale the technology across its portfolio beginning at the back half of the year.

The use of high performing mono-PP material will allow Mars Food to retain the shape, shelf life, functionality and high safety standards needed for its brands’ packaging, while ensuring pouches can be mechanically and chemically recycled where infrastructure exists, and designed for future recycling where it doesn’t yet.

The breakthrough is a result of a three-year partnership between Mars Food and Amcor. The companies share a vision to support a circular economy where packaging doesn’t become waste. The progress is part of Mars’ Sustainable Packaging Plan, which outlines the business’ commitment and plans to achieve 100% recyclable, compostable or reusable packaging by 2025. The project will also move Amcor closer to achieving its pledge to develop all its packaging to be recyclable or reusable by 2025.



Fiona Dawson, Global President, Mars Food, Multisales and Global Customers: “We’re committed to finding more sustainable solutions for our packaging that are food safe without compromising quality. This is a huge step for us towards our 2025 commitment of 100% recyclable, reusable or compostable packaging.

“We believe in tackling the world’s sustainability challenges together, and through this partnership with Amcor, we will pilot, learn and then scale the volume of recyclable mono-polypropylene pouches across our portfolio.”

Amcor have led the packaging development through their material science and packaging sustainability expertise. This upcoming launch builds on Amcor’s recent AmLite HeatFlex Recyclable breakthrough. This will be its first application for microwaveable food and the first in a stand-up pouch format.

“Our R&D team has invested their passion and expertise to develop a unique innovation roadmap of more sustainable solutions for plastic, paper and aluminium packaging. Thanks to that foresight and leadership in innovation, we are excited to announce yet another industry first in recycle-ready packaging,” said Michael Zacka, President Amcor Flexibles EMEA.

Mars Food accelerated the development of the new material through rigorous testing and conducted significant scale up tests in its production facilities in the UK, challenging what was previously considered possible throughout the production process. Working in collaboration with Amcor, it then ensured the material development met all its functional requirements while protecting product quality and safety.

“Launching our recyclable retort material in a stand-up pouch format that meets stringent food safety standards is a challenge, and Mars Food took this journey together with us. It will be a win when their brands deliver this innovation to consumers,” said Mr. Zacka.

For further information on Mars’ approach to sustainable packaging, visit <https://www.mars.com/sustainability-plan/healthy-planet/sustainable-packaging>

For further information on Amcor’s approach to more sustainable packaging, visit: <https://www.amcor.com/sustainability>

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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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