



FOR INFORMATION CONTACT:
(UK press office no.)

KELLOGG ANNOUNCES NEW GLOBAL SUSTAINABLE PACKAGING GOAL

Company Aims for 100 Percent Recyclable, Reusable or Compostable Packaging by the End of 2025

Oct. 25, 2018 – Kellogg Company announced today that it is expanding its [Global Sustainability Commitments](#) to include a goal of **working towards 100 percent reusable, recyclable or compostable packaging by the end of 2025**. This aspiration builds on Kellogg’s current sustainable packaging commitment, as part of its Sustainability 2020 goals, to continue to ensure 100 percent of all timber-based packaging is either recycled or certified as sustainably sourced.

“Nurturing our planet is a foundational value of Kellogg,” said Steve Cahillane, Kellogg Company chairman and CEO. “It’s imperative we are part of a solution that ensures a healthy and sustainable planet for all people around the world.”

According to the EMF (Ellen MacArthur Foundation), of the 311 million tonnes of plastic produced each year, only 14 percent of plastic packaging is collected for recycling globally and just 5 percent of it is retained for secondary use.¹

Kellogg has already made steps toward “greening” its own facilities. In April 2018, the company announced the transition to compostable and paper food service products in all of its plants and offices globally by end of 2018, fully eliminating all remaining single-use foam and plastic serveware, plastic straws and plastic water bottles.

Kellogg has also been actively working with its suppliers to identify packaging designs that minimize waste while ensuring the quality and safety of its foods. For example, in Europe, the company has launched a project to move its cereal pouches to a recycle-ready material by late 2019, which will remove an estimated 480 tonnes of non-recyclable packaging from its supply chain, per annum.

“As a company with a caring legacy and a foundation of strong values, we’re committed to playing our part to safeguard the future of our planet. While most of our packaging in Europe is sustainably sourced, made from recycled materials and fully recyclable, we feel it’s our responsibility to continue to develop new creative packaging formats that answer the needs of our consumers and customers,” said Oli Morton, managing director, Kellogg Company, UK and Ireland.

¹ Ellen MacArthur Foundation, *The New Plastics Economy: Rethinking the Future of Plastics & Catalysing Action*, 2016



In addition, our Pringles business has taken a significant step on its journey to enhance its sustainability commitments. UK consumers will be able to recycle their cans, beginning December 2018, thanks to a recently-signed partnership with recycling company, TerraCycle. Empty Pringles cans can be sent into TerraCycle using freepost labels, with the sender rewarded with a charitable donation for each can which can be redeemed for the school, charity or non-profit of choice. The cans are then recycled and each part of the can is separated, recycled and used to create new products such as paper, fence posts, benches and bike frames.

resulting pellets used to create new products such as benches and fence posts. Plans to provide recycling solutions for Pringles cans in additional European markets will follow next year.

“We cannot accomplish this ambitious goal alone, and we will collaborate with new and existing external partners, our customers and other innovators to identify packaging solutions that protect and enhance our foods while delivering on the quality and great taste that consumers expect from us,” said Lou Massari, Senior Director, Global Packaging, Kellogg Company.

These actions all contribute toward Kellogg’s support of U.N. SDG #12- Sustainable Consumption and Production, including 12.5, to substantially reduce waste generation through prevention, reduction, recycling and reuse. It also contributes to Kellogg’s commitment against SDG #12.3, to halve per capita global food waste at the retail and consumer level, and to reduce food losses along the production and supply chains including post-harvest losses by 2030.

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About Kellogg Company

At Kellogg Company (NYSE: K), we strive to enrich and delight the world through foods and brands that matter. Our beloved brands include *Pringles*®, *Cheez-It*®, *Keebler*®, *Special K*®, *Kellogg's Frosted Flakes*®, *Pop-Tarts*®, *Kellogg's Corn Flakes*®, *Rice Krispies*®, *Eggo*®, *Mini-Wheats*®, *Kashi*®, *RXBAR*® and more. Net sales in 2017 were approximately \$13 billion, comprised principally of snacks and convenience foods like cereal and frozen foods. Kellogg brands are beloved in markets around the world. We are also a company with Heart & Soul, committed to creating three billion Better Days by the end of 2025 through our [Breakfasts for Better Days](#) global purpose platform. Visit www.KelloggCompany.com or www.OpenforBreakfast.com.