

## **Coca-Cola Hellenic contributes to increased PET bottle collection rates in Europe**

**Vienna, July 19, 2011 – The amount of PET plastic bottles collected for recycling across Europe last year rose by more than six per cent to reach almost 1.5 million tonnes, according to a report commissioned by two industry bodies.**

European PET container body Petcore and plastics recycling association EuPR said European post-sorting PET collection increased to 1.45 million tonnes in 2010, an increase of 6.5 per cent compared to 2009.

Coca-Cola Hellenic has pioneered the establishment of packaging recovery organisations that collect, recycle and recover packaging waste in 19 countries in which it operates. In 2010, an estimated 79,000 tonnes of PET bottles which contained Coca-Cola Hellenic products were recovered.

The ultimate goal for Coca-Cola Hellenic, which last year invested almost €42 million in recovering PET bottles, is to close the recycling loop by converting used packages into new. In Austria, the Company co-owns a bottle-to-bottle recycling plant, which recycles up to 570 million bottles each year.

Sabine Strnad, Resources Recovery Manager at Coca-Cola Hellenic, said: "It is very rewarding to see that our efforts to recover used packaging are showing results. At the same time we are striving to ensure that the industry organisations in which we are active members are as effective as possible.

"We are committed to continuing our close cooperation with governments and the industry in order to promote collection mechanisms, technological innovations and sorting techniques. Our ultimate aim is to create truly sustainable closed loop packaging solutions."

Coca-Cola Hellenic supports efforts by industry associations to work towards a global standard of producer responsibility. More information about Coca-Cola Hellenic's sustainability activities can be found in the Company's online CSR report.

### **The company**

Coca-Cola HBC Austria supplies the whole domestic market with its products. The company currently employs 1,100 people in Austria – in production plants as well as sales and distribution centers. Apart from the famous brands Coca-Cola, Coke light, Coke zero, Fanta and Sprite, the comprehensive product portfolio includes Nestea, Cappy, Römerquelle, Markusquelle, the energy drink burn and the sports drink Powerade.

The products sold in Austria are bottled in the production plant in Vienna from where they are distributed to the whole country. The mineral waters Römerquelle and Markusquelle are bottled directly at the springs.

50,000 customers (food retail and catering businesses) bring Coca-Cola products to the consumers. 8,000 coolers make sure that the products are always within easy reach.

Coca-Cola has been firmly grounded in Austria since 1929. Through its ongoing investments and with 80% of value creation taking place in Austria, Coca-Cola HBC Austria is an essential part of the national economy.

Coca-Cola HBC Austria is a subsidiary of the Coca-Cola Hellenic Bottling Company, headquartered in Athens, which is one of the biggest bottlers of non-alcoholic beverages in Europe with production and distribution centers in 28 countries. The company is listed on the Athens stock exchange, with secondary listings in New York, London and Sydney.

### Questions and further information:

Susanne Lontzen, Coca-Cola HBC Austria GmbH, Triester Straße 91, 1100 Vienna  
phone +43 (0)1 610 60-262, e-mail: [medien.at@cchellenic.com](mailto:medien.at@cchellenic.com)