



Kraft Heinz Announces Goal to Reduce the Use of Virgin Plastic in Global Packaging Portfolio –

March 31, 2023

At Kraft Heinz, we are dedicated to minimizing our operational footprint and leaving a positive impact on the environment. Reducing dependence on virgin plastics is a critical step in decreasing global greenhouse gas emissions and achieving a circular economy.

As such, we aim to reduce our use of virgin plastic globally by 20% by 2030 (versus 2021).

To meet this goal, we plan to reduce virgin plastic use through material elimination or reduction, replace it with post-consumer recycled (PCR) content, and will explore alternatives including fiber and bio-resins.

Our global virgin plastic reduction goal builds naturally on our work with the U.S., Canada and UK Plastics Pacts to increase the use of PCR content in our packaging in these countries. Additionally, Kraft Heinz will specifically target replacing 15% of our U.S. PET Rigid plastic packaging portfolio with PCR content by 2025.

Technologies and partnerships are critical to help us redesign packaging, increase our use of recycled content and influence the adoption of reuse models. At Kraft Heinz, we have already been investing across our portfolio to make strides to reduce plastic and meet our broader packaging goals:

- At the end of 2022, *Shake 'N Bake* removed its signature plastic “shaker bag” to reduce plastic use.
- We’ve partnered with Pulpex to develop a paper-based, renewable and recyclable bottle made from 100% sustainably sourced wood pulp for our iconic *Heinz* Tomato Ketchup.
- We also created a fully circular *Heinz* Tomato Ketchup bottle in Europe by leveraging 3D printing technology to design a fully recyclable bottle cap.

This new virgin plastic reduction goal builds on our existing goals to:

- Make 100% recyclable, reusable or compostable packaging by 2025, and;
- Reach net zero emissions by 2050, halving them by 2030.

Achieving our environmental sustainability goals requires that we continue to assess new and alternative packaging materials that will contribute to broader emissions reductions for our company, while also protecting our products and delivering on our consumer promise.