

# Getting Every Bottle Back in Pensacola, Florida

America's beverage companies — The Coca-Cola Company, Keurig Dr Pepper and PepsiCo — are working together to ensure our valuable plastic bottles and aluminum cans are collected, so they can be remade into new products.

Through our **Every Bottle Back** initiative, we're working with Closed Loop Partners and The Recycling Partnership in communities across the country to leverage the equivalent of nearly half-a-billion dollars to improve recycling infrastructure, access and education.



## Our Investment in Action

### → Reducing Recycling Contamination

We're supporting the introduction of new on-truck AI camera technology, which will help identify contaminants and educate residents on how to improve their recycling habits, to support more recyclables being remade.

### → Providing Recycling Education

Our investment will support a robust community engagement program to educate residents and ensure they have what they need to recycle properly.

**\$263K+**  
to improve recycling

Keeping an estimated

**1M**

pounds of PET plastic  
out of landfills or the  
environment

Keeping an estimated

**338K**

pounds of aluminum  
out of landfills or the  
environment