

# Fact Sheet

## Packaging

### Beverage Industry Packaging

Packaging serves a vital function in product protection and delivery. Consumers look for packages that meet their needs for home use or for convenience and portability. Thus, the beverage industry seeks to meet consumer demands while also providing packaging that minimizes environmental impacts. We do that by:

- Minimizing the ratio of packaging to product
- Using recyclable packaging materials for which domestic and global demand are very strong
- Incorporating post-consumer recycled content in our packages
- Maximizing reuse of transportation packaging (packaging that does not reach the consumer) and
- Distributing our products through a highly efficient, centralized production and distribution system

The beverage industry has strong economic and environmental incentives to minimize packaging:

- Economic advantages from reducing purchases of raw materials and avoiding transporting heavy and/or bulky packaging
- Environmental benefits from eliminating the adverse environmental impacts of virgin material extraction, reduced emissions from package production and transportation and avoided waste disposal.

To the extent that we can continue to reduce or eliminate packaging, we continue to do so. Some of the packaging we use never reaches consumers. The pallets and cartons used to transport products from bottling facility to retailer are designed to be reused or recycled.

1101 Sixteenth Street, NW

Washington, DC 20036

T: (202) 463-6732

F: (202) 463-8172

[www.ameribev.org](http://www.ameribev.org)