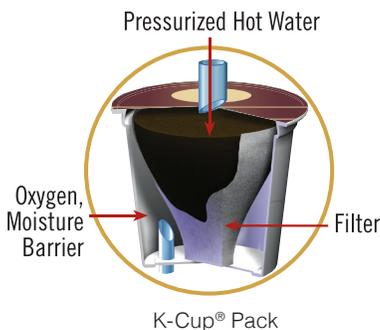




# Addressing Our Environmental Impact – Keurig® Brewing Systems

**R**educing the environmental impact of our coffee packaging materials and brewing systems is a top priority for us. We conducted a life cycle analysis comparing single-cup brewing systems to drip brewing systems across a number of environmental impact categories. What we learned is the disposal of a product's packaging represents a fraction of the total environmental impact. Significant impacts occur in the cultivation of coffee beans, use of brewing systems, and material used in the products' packaging. We take all impacts seriously and are continuously working to reduce our environmental footprint.



The manufacturing requirements of the K-Cup® packs currently make recycling difficult. However, we are actively working to meet the challenge of creating a pack for the K-Cup® brewing system that reduces environmental impact and continues to deliver an extraordinary cup of coffee.

The K-Cup® and Vue™ brewing systems operate differently and therefore have different requirements for materials. The current plastic used in our Vue™ pack cups can be recycled wherever polypropylene/#5 plastic is accepted. Today, about half of communities in the United States accept #5 plastic for recycling, and that number is increasing. To learn more about recycling the Vue™ pack's plastic cups, please visit [www.VueRecycling.com](http://www.VueRecycling.com).

The Vue™ brewing system is an incremental step on our journey to reduce the environmental impact of our products. Additional steps we have taken as a company include:

- Bringing the first hot to-go beverage cup and lid made with renewable materials to the U.S. marketplace.
- Using 19.4% polylactic acid (PLA), a renewable biopolymer derived from natural cornstarches, in the packaging film for our 10/12 oz bagged coffees for Green Mountain Coffee®, Newman's Own® Organics and Tully's® brands.
- Introducing two pilot programs in our Away From Home channel that divert brewed K-Cup® packs from landfills.
- Inserting recycling codes to facilitate responsible disposal of the recyclable parts of our home brewing systems.
- Offering the My K-Cup® product, a reusable filter assembly that can be refilled by the consumer. My K-Cup® is easily cleaned and compatible with all home K-Cup® brewing systems sold today.

Use this QR code to learn more about how we're addressing our environmental impact, or visit:

[www.gmcr.com/EnviroJourney/KeurigBrewingSystems](http://www.gmcr.com/EnviroJourney/KeurigBrewingSystems)

