

NextGen Cup Challenge: Nestlé joins initiative to build a fully recyclable, compostable to-go cup



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Nestlé announced today that it is joining forces with other industry partners to build a fully recyclable, compostable fiber cup as part of the NextGen Consortium and Cup Challenge.

This announcement follows a [series of initiatives and concrete steps](#) taken by Nestlé to accelerate action to tackle plastic waste, in line with its commitment to make 100% of its packaging recyclable or reusable by 2025.

The NextGen Consortium is a multi-year, multi-industry global consortium that aims to advance the design, commercialization and recovery of food packaging alternatives. [The NextGen Cup Challenge](#) is the first initiative of the Consortium. It calls on innovators, start-ups, suppliers and industry experts to join a global challenge to develop the next generation of recyclable, compostable, hot and cold, to-go, fiber cups.

Read the full [press release](#).

Press release distributed by Wire Association on behalf of Nestlé, on

Feb 22, 2019. For more information subscribe and [follow us](#).

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<https://wireassociation.eu/newsroom/nestle/releases/en/nextgen-cup-challenge-nestle-joins-initiative-to-build-a-fully-recyclable-compostable-to-go-cup-1008>

Nestlé

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