

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



PUBLISHED FEB 22, 2019  
BY NESTLÉ



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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## Media Assets

### Embedded Media

Visit the [online press release](#) to interact with the embedded media.

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

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## Nestlé

**Newsroom:** <https://wireassociation.eu/newsroom/nestle>

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