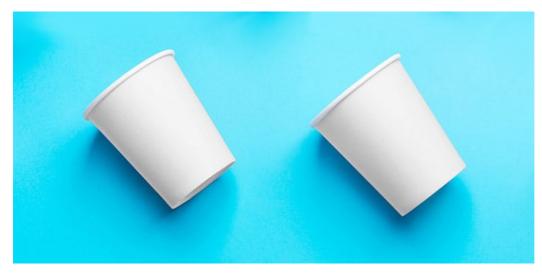
NextGen Cup Challenge: Nestlé joins initiative to build a fully recyclable, compostable to-go cup



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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 <u>series of initiatives and concrete steps</u> 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. <u>The NextGen Cup Challenge</u> 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

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Nestlé

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