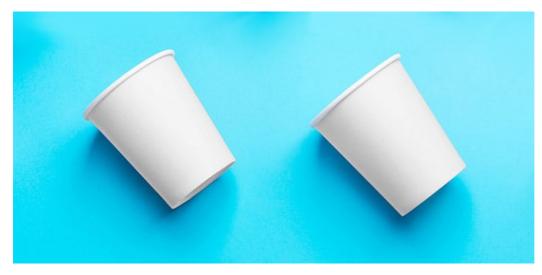
# NextGen Cup Challenge: Nestlé joins initiative to build a fully recyclable, compostable to-go cup



PUBLISHED FEB 22, 2019 BY <u>NESTLÉ</u>



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

## **Media Assets**

#### **Embedded Media**

Visit the online press release to interact with the embedded media.

https://wireassociation.eu/newsroom/nestle/releases/en/nextgen-cupchallenge-nestle-joins-initiative-to-build-a-fully-recyclablecompostable-to-go-cup-1008

## Nestlé

Newsroom: https://wireassociation.eu/newsroom/nestle Website: https://www.nestle.com/ Primary Email: mediarelations@nestle.com

### Social Media

Twitter - https://twitter.com/nestle Facebook - https://www.facebook.com/Nestle?brandloc=DISABLE Linkedin - https://www.linkedin.com/company/nestle-s-a-Flickr - https://www.flickr.com/photos/nestle/collections/ Youtube - https://www.goutube.com/user/NestleCorporate Instagram - https://www.instagram.com/nestle/