

## Ambition 2025: KP Snacks

**KP Snacks 'packPromise' is a three-stage plan to reduce its packaging impact. It starts with using less packaging, with the longer-term goal for all plastic film packaging to be 100% recyclable, reusable or compostable by 2025.**

Phase One of the packPromise is to use less. KP Snacks continuously looks to reduce its packaging impact through film reduction and investigation of alternative materials. They already use 11% less packaging than 10 years ago. Here are some of KP's recent packaging achievements:

- Pom-Bear multipacks have 35% less packaging (a reduction of 107 tonnes of film per year)
- McCoy's has reduced larger multipack outer wrappers by 16% (42 tonnes per year)
- Tyrells has reduced packaging by 14% (69 tonnes per year)
- Hula Hoops multipack has reduced packaging by 23% (11.2 tonnes per year) with film and corrugated cardboard reduction and around 180 lorries removed from the road
- Combined, Wheat Crunchies, Penn State, Butterkist, Discos and Frisps have reduced packaging by 48 tonnes per year
- All of KP's secondary packaging (cardboard cases) are now 100% recyclable and made from 98% recycled material from FSC certified sustainable sources

In March 2019, KP Snacks launched Phase Two of its packPromise: the Nuts, Popcorn, Crisps and Pretzels Packet Recycling Programme in partnership with recyclers TerraCycle™. People around the UK can visit [terracycle.co.uk](http://terracycle.co.uk) to find a

public location to drop off their snack packets, for TerraCycle to turn them into something new.

*"Reducing the impact our business has on the environment is very important to us at KP. It is a major focus for the business and includes initiatives to reduce our use of water, energy and packaging and to drive down waste. We call this 'Our Taste for Good'. Our packPromise is our commitment to reduce our packaging impact as we strive to use less and recycle more."*

**Mark Thorpe, CEO, KP Snacks**

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