Nestle launches its first rPET bottled water product

By Mike Stones, 20-Aug-2009

Related topics: Packaging equipment and materials

Food giant Nestle is to launch its first range of mineral water in the US packaged in bottles containing 25 per cent recycled PET (rPET) and is supporting the launch with a recycling scheme.

The company has teamed up with Whole Foods Market to sell the new Re-Source brand natural spring water at outlets throughout the US. Consumers will be encouraged to recycle the bottles at collection points in Whole Foods Market stores.

A spokesperson for Nestlé Waters North America told FoodProductionDaily.com: "This is the first time the company has introduced a product that incorporates rPET in its packaging. The product is launching exclusively at Whole Foods in conjunction with the pilot of an incentive-based, in-store recycling programme."

Recycling programme

The launch and recycling initiative, in collaboration with Whole Foods Market and Waste Management, is designed to engage consumers in the importance of recycling, added the spokesperson. The recycling programme will start at 25 stores in California and Arizona will reach 200 Whole Foods Market stores nationwide by this autumn.

Nestle has pledged to donate 5 cents to the anti-litter charity Keep America Beautiful for every plastic beverage container that is recycled at participating stores.

Monique Mims, re-source senior innovations manager said: "Through increased consumer education, incentive-based recycling at retail and demonstration of the valuable uses for recycled plastics, re-source is taking an important first step toward changing consumer behavior and increasing US recycling rates."

Michael Besancon, senior global vice president of purchasing, distribution and marketing for Whole Foods Market said: "Businesses as well as individuals must assume their share of responsibility as tenants of Planet Earth. Re-source’s use of recycled plastic in its bottles and innovative in-store recycling pilot programme will increase recycling awareness and give our customers another opportunity to be part of the solution."

Plastic beverage bottles

Nestle plans to use the collected plastic to produce fleece, reusable shopping bags, carpet and new plastic beverage bottles.

"The development of the re-source concept spanned more than 18-months from idea to launch, and considerable R&D effort went into the development of the 25 per cent rPET bottle," said a Nestle spokesperson.

Resource bottled water will be sold in 700 ml bottles at $1.69 each and in 500 ml bottles for $1.29 each or $9.99 for a case of 24.

Copyright - Unless otherwise stated all contents of this web site are © 2000/2009 - Decision News Media SAS - All Rights Reserved - For permission to reproduce any contents of this web site, please email our Syndication department: Administration & Finance - Full details for the use of materials on this site can be found in the Terms & Conditions.

© 2000/2009 - Decision News Media SAS - All rights reserved. Decision news media

beveragedaily.com/content/.../257096