



## PRESS RELEASE

**FOR IMMEDIATE RELEASE:**

Nov. 29, 2023

### **Local Coca-Cola bottler to replace 200,000 pounds of plastic a year with addition of WestRock paper packaging solution**

*Liberty Coca-Cola Beverages partners with WestRock to replace plastic multipack rings with paper packaging*

**PHILADELPHIA** – Liberty Coca-Cola Beverages, a local Coca-Cola bottler serving Philadelphia, New Jersey and New York City, and WestRock (NYSE:WRK), a leading provider of sustainable paper and packaging solutions, will collaborate to implement a paperboard carrier that replaces plastic rings for its multipack bottled beverages.

WestRock's PETCollar™ Shield Plus paper-based packaging will be used at Liberty's Philadelphia production facility to package Coca-Cola's top brands in multipacks. The 12 ounce (355 milliliter) and 16.9 ounce (500 milliliter) products packaged with the durable, easy-to-hold carriers will be distributed throughout Liberty's multi-state territory. Liberty Coca-Cola Beverages will be the first bottler in the world to implement the PETCollar Shield Plus bottle clip solution.

"We've made it our mission to invest in technology that produces recyclable beverage containers that can return to our system while significantly reducing the need for secondary plastic packaging," said Fran McGorry, co-owner of Liberty Coca-Cola Beverages. "We know the most valuable change to reduce plastic waste occurs when bottlers and packaging producers work together. We are proud to partner with WestRock to make this change."

Liberty Coca-Cola Beverages expects to have the new paperboard carrier packaging system installed and operating by summer 2024. Once installed, the packaging system will add to the local bottler's paperboard packaging for mini-cans, implemented in 2022. Both packaging systems combined are expected to replace 200,000 pounds of plastic a year from Liberty's footprint.

PETCollar Shield Plus is a paperboard multipack carrier and part of WestRock's PETCollar™ product family, which includes multipack clip solutions in a variety of sizes, designs and configurations for bundled bottles.

"Our partners at Liberty Coca-Cola continue to push the boundaries by promoting secondary packaging alternatives to plastic throughout their operations while meeting the diverse needs of their consumer base," said Sam Shoemaker, president, Consumer Packaging, WestRock. "We share their commitment to innovation and look forward to supporting their ambitious sustainability goals."

Committing to implement the PETCollar Shield Plus packaging is the latest move Liberty Coca-Cola Beverages is making to advance its sustainability efforts. Along with being the first bottler in the United States to replace plastic rings for mini-cans, Liberty Coca-Cola Beverages was among the first Coca-Cola bottlers to produce and distribute bottles made from 100% recycled plastic (excluding cap and label) in the United States. It has also installed a sustainable compacter that significantly reduces the bottler's carbon footprint and processes large volumes of full plastic and aluminum containers for recycling.

“We are passionate about making investments in the communities we serve,” said Paul Mulligan, co-owner of Liberty Coca-Cola Beverages. “We truly care about the environment, and we will continue to invest in systems that raise the bar for the entire industry. We want to lead by example and do the right thing.”

To learn more about Liberty Coca-Cola Beverages, visit <https://www.libertycoke.com/>.

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#### **About Liberty Coca-Cola Beverages**

Liberty Coca-Cola Beverages LLC is a privately-owned bottler that operates production facilities in Philadelphia, PA, Moorestown, N.J., and Elmsford, N.Y. and sales and distribution centers in Philadelphia, PA, Marmora and South Brunswick, NJ; the Bronx, Maspeth, Elmsford, New Windsor, and Smithtown, NY. For more information, visit us at [www.LibertyCoke.com](http://www.LibertyCoke.com), and follow us on [Twitter](#), [Instagram](#), [Facebook](#) and [LinkedIn](#).

#### **About WestRock**

WestRock (NYSE: WRK) partners with our customers to provide sustainable paper and packaging solutions that help them win in the marketplace. WestRock's team members support customers around the world from locations spanning North America, South America, Europe, Asia and Australia. Learn more at <https://www.westrock.com>.

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## PRESS RELEASE

FOR IMMEDIATE RELEASE: July 13, 2023

### **Liberty Coca-Cola Beverages Breaks Ground on Nation's First Quadgeneration Production Plant**

*Facility will generate its own electricity, heat, cooling, and recover carbon dioxide for beverage use*

**ELMSFORD, NY** – Today, Liberty Coca-Cola Beverages (Liberty) joined with state and local elected officials, community stakeholders and businesses to break ground on the quadgeneration production plant at the local bottler's Elmsford facility. The plant will be the first of its kind in the country to generate its own electricity, heat, cooling and recover carbon dioxide (CO<sub>2</sub>) for beverage use.

Generating energy using combined heat and power technology will deliver significant carbon savings versus grid sourced electricity. Additionally, recovering CO<sub>2</sub> further improves the environmental performance of the system by reducing the need to source it from the market. Once cleaned, the beverage-grade CO<sub>2</sub> will be used to carbonate beverages, eliminating hundreds of trucks annually that currently deliver it to the facility.

"Today, we mark another major milestone for Liberty's efforts to create a more sustainable future," said Paul Mulligan, co-owner of Liberty Coca-Cola Beverages. "The Quadgeneration Plant will be a game changer for the entire manufacturing and bottling industry."

New York State Senators Andrea Stewart-Cousins (35<sup>th</sup> District), Pete Harckham (40<sup>th</sup> District) and Robert Rodriguez (Secretary of State) [insert others] joined with Liberty to mark the celebratory occasion.

"It is critical we take actionable steps to transition to more sustainable practices in our lives," said Sen. Stewart-Cousins. "I commend Liberty Coca-Cola for its efforts to enhance its sustainability."

"This groundbreaking of Liberty Coca-Cola's Quadgeneration Plant is a momentous occasion. As we work toward meeting the ambitious goals of New York's Climate Leadership and Community Protection Act, we know this must be an all-together effort with public and private partnerships, innovative new technologies and real leadership—all of which will be found here," said Sen. Harckham. "I congratulate the leadership of Liberty Coca-Cola and Clarke Energy

USA for creating this new facility. The future of carbon dioxide recovery and reducing the overall carbon footprint in New York begins today.”

“Thank you to Liberty Coca-Cola for setting this important and positive example of committing to sustainable practices in the State of New York through the quadgeneration production plant,” said Robert Rodriguez, Secretary of State.

The quadgeneration plant will be operational by the end of 2023. Liberty partnered with Clarke Energy USA, Inc. a KOHLER Company, to develop the plant. Clarke Energy created the technology and has installed it at facilities in other countries, including several in Europe. The company has been working closely with Liberty to evaluate the facility’s manufacturing systems and processes to create an energy solution that will help optimize the site’s environmental performance.

In April, The Town of Greenburgh approved the necessary applications to allow the project to move forward. Additionally, the Westchester County Planning Board indicated in its Feb. 23, 2023, referral letter that it commended Liberty for taking these steps and the project will implement sustainable energy practices that will also help reduce truck traffic along the Route 9A corridor.

“If every company were like Liberty Coca-Cola, we would not have to worry about saving the planet,” said Paul Feiner, Supervisor for the Town of Greenburgh. “Liberty is making strides towards sustainability and now other companies will follow.”

“Liberty is setting a new standard for achieving sustainability goals,” said Julie Tighe, President of the New York League of Conservation Voters. “We appreciate the investments they are making to improve our environment and protect public health. We look forward to their ongoing efforts and achievements with the quadgeneration plant.”

Liberty is leading the beverage industry when it comes to implementing sustainability efforts. Along with maintaining The Coca-Cola Company’s commitment to creating a World Without Waste, Liberty has made significant investments in technology to support its sustainability initiatives across its entire distribution footprint, including:

- KeelClip™ paperboard packaging – the first bottler in the United States to replace the plastic ring holders with fiber-based consumer packaging – removing 75,000 pounds of plastic per year from the supply chain.
- Bottles Made from 100% recycled material – the first local Coca-Cola bottler to produce bottles made entirely of food-grade recycled plastic that can be reprocessed back into the system several times, ensuring a circular economy.
- Sustainable compacter – the Xcyclor significantly reduces Liberty’s carbon footprint and processes large volumes of full plastic and aluminum liquid containers for recycling.
- Lower Emissions – 250 new lower-emission trucks entered Liberty’s fleet in 2022.
- Green Building – rooftop solar panels rooftop solar panels have been installed at Liberty’s South Brunswick facility.

“Not only do we serve our customers with the beverages that you all know and love, but we do it in a way that has made us an industry leader – especially when it comes to the environment and sustainability,” said Mulligan.

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**About Liberty Coca-Cola Beverages**

Liberty Coca-Cola Beverages LLC is a privately-owned bottler that serves a population of 28 million across five states, including major metropolitan markets of New York City, Philadelphia and all of New Jersey. More than 3,000 associates work across Liberty's three manufacturing plants and eight distribution sites. For more information, visit us at [www.LibertyCoke.com](http://www.LibertyCoke.com), and follow us on [Twitter](#), [Instagram](#), [Facebook](#) and [LinkedIn](#).

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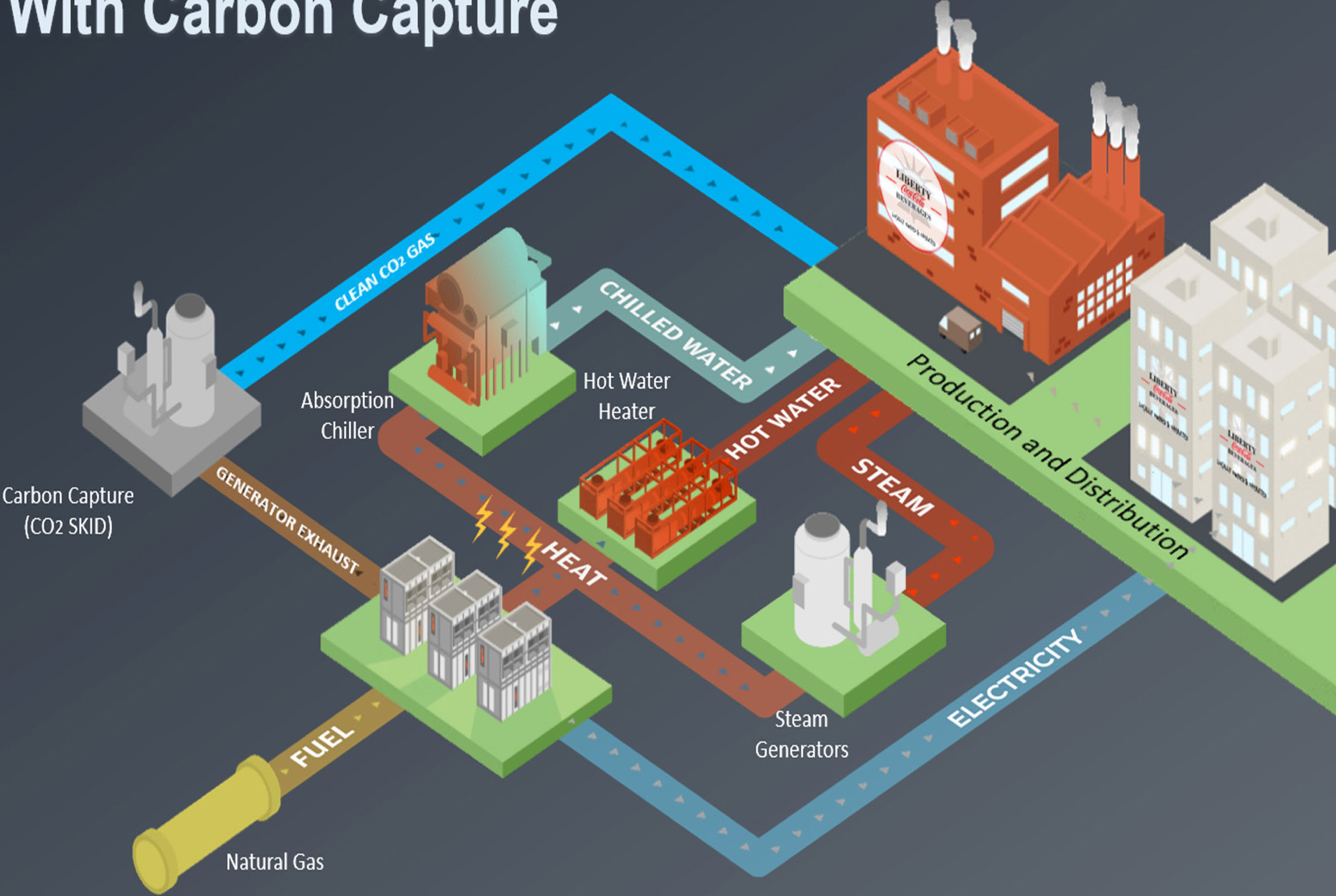
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# Combined Heat and Power (CHP) With Carbon Capture







## PRESS RELEASE

Aug. 9, 2022

### **Liberty Coca-Cola Beverages Unveils New Paper Packaging to Replace Plastic Rings, First of Its Kind in the U.S.**

*The KeelClip™ machine, a plastic alternative packaging solution, will remove 75,000 pounds of plastic packing per year within the local bottler's service area*

**ELMSFORD, NY** – Liberty Coca-Cola Beverages (Liberty) today unveiled its KeelClip™ paperboard packaging system that replaces the plastic ring holders on can multipacks - the first of its kind in the United States - at its Elmsford, NY production facility in partnership with fiber-based consumer packaging leader, Graphic Packaging International (Graphic Packaging). It is estimated that the transition will remove 75,000 pounds of plastic packaging per year from the supply chain for approximately 3.1 million cases.

The KeelClip™ equipment is a sustainable packaging system for cans that has already been successfully implemented and distributed through other local Coca-Cola bottlers in Europe. The innovative solution uses paperboard packaging for can multipacks, eliminating the need for plastic rings and shrink wrap. It is estimated that the KeelClip technology saved 1,500 tons of plastic in 2021 being used with over 550 million packs worldwide.

“Liberty is thrilled to be the first bottler in the United States to implement this innovative packaging system,” said Paul Mulligan, co-owner of Liberty Coca-Cola Beverages. “We know that the most valuable change to reduce plastic waste occurs when bottlers and packaging producers work together in partnership. We look forward to partnering with Graphic Packaging on sharing this sustainable packaging in our local communities for years to come.”

Liberty is utilizing the technology to improve sustainability across its entire distribution footprint. The installation of the KeelClip 1600 machinery means the sustainable fiber-based packaging solution will be supplied to markets in New York, Connecticut, New Jersey, Philadelphia, and Delaware.

“We are delighted to partner with Liberty as we continue to roll out the KeelClip technology around the world,” said Bret Arnone, vice president, commercial operations & beverage packaging at Graphic Packaging. “This technology has seen incredible success wherever it has been used, winning 10 industry awards and becoming the gold standard for can multipacks in over 20 countries. Most importantly, it’s proven to help our commercial partners reduce their reliance on plastics for a more sustainable future.”

“Addressing plastic waste requires collective and collaborative thinking and action,” said Kurt Ritter, General Manager and Vice President of Sustainability, Coca-Cola North America.

“Liberty’s on-going commitment to sustainability is evident with the implementation of KeelClip,

which is another demonstration of our system’s dedication to delivering our World Without Waste goals.”

"Liberty Coca-Cola is taking an important step for the health of our environment by introducing fully recyclable paperboard fasteners to hold packs of beverages," said New York Assemblymember Amy Paulin. "By implementing this change, Liberty Coca-Cola is showing that sustainable packaging can be done cost-effectively and on scale. As a supporter of environmentally friendly packaging, I thank Liberty Coca-Cola for setting this important and positive example in New York State."

"It is imperative that we take action to transition to more sustainable practices in our personal lives and public lives," said New York State Senator Shelley B. Mayer. "I commend Liberty Coca-Cola for its efforts to enhance its environmental stewardship, including implementing its new KeelClip paperboard machine, right here in New York."

The KeelClip™ packaging implementation is the latest effort Liberty is taking to advance its sustainability efforts. Last summer, Liberty became the first local Coca-Cola bottler to produce and distribute bottles made from 100% recycled material in the United States. The Elmsford production facility also has a sustainable compacter that significantly reduces Liberty’s carbon footprint and processes large volumes of full plastic and aluminum liquid containers for recycling. The facility is also in the process of installing solar paneling, which will help power the facility and local community in 2023.

To learn more about Liberty Coca-Cola Beverages, visit <https://www.libertycoke.com/>.

To learn more about Graphic Packaging’s range of sustainable packaging solutions, visit <https://www.graphicpkg.com/>.

#### **About Liberty Coca-Cola Beverages**

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#### **About Graphic Packaging International**

Graphic Packaging International, LLC, the primary operating subsidiary of Graphic Packaging Holding Company (NYSE: GPK), headquartered in Atlanta, Georgia, is committed to providing consumer packaging that makes a world of difference. The Company is a leading provider of sustainable fiber-based packaging solutions to the world’s most widely-recognized food, beverage, foodservice and other consumer products companies and brands. The Company operates on a global basis, is one of the largest producers of folding cartons and fiber-based foodservice products in the United States and Europe, and holds leading market positions in coated recycled paperboard, coated unbleached kraft paperboard and solid bleached sulfate paperboard. Additional information about Graphic Packaging, its business and its products is available at [www.graphicpkg.com](http://www.graphicpkg.com).

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## AUDIENCE REACH

### MARKETS:

- **Northeast** – NY, Philadelphia, Boston, Hartford & New Haven, Syracuse, Baltimore, DC
- **Midwest** – Kansas City, Oklahoma City, Austin, Sioux City, Chicago, Minneapolis
- **West** – Los Angeles, Fresno, Oregon, Albuquerque, Denver

### BY THE NUMBERS:

- Broadcast Clips: **137**
- Digital Clips: **19**
- National TV Audience: **2,017,551**
- National TV Publicity: **\$466,768**

CPG  
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#### [Video] Coke Bottler Rolls Out New Tech to Swap Out Plastic Rings

Liberty Coca-Cola Beverages expects to replace 75,000 pounds of plastic packaging per year from the supply chain.



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#### Local Coca-Cola Bottler to Drop Plastic Rings for Eco-Friendly Fibers

The new eco-friendly packaging is expected to eliminate thousands of pounds of plastic packaging per year for millions of cans of soda sold in the Northeast.

