

# RETHINKING PACKAGING...

## LESS IS BETTER !

Pollution and waste (from plastic and packaging particularly) are significant challenges for food and drink companies in the world.

To tackle these problems, many companies try to reduce the impact of their packaging on the environment using less packaging, making them thus reducing their carbon footprint. For sustainable reasons thus, brands tend to rethink their packaging by using fewer packaging materials. Below some examples of companies that reduce and remove unnecessary packaging.

## FRUIT JUICES & SOFT DRINKS



Launched in 2022 in France and Germany, JUICE ME UP! by Joker is a range of organic juice concentrates in small carton bottles (200 ml) that you can self mix with water to obtain 1 liter of juice.

Advantages of this small packaging :  
it saves CO2 in transport and it reduces packaging waste and weight and it makes more place on shelves. Smart and sustainable !

In 2021, Coca Cola Germany tested soda syrups offering consumers' the possibility to enjoy their own drinks at home with less packaging.

By adding sparkling water at home to the 330ml glass bottles, German consumers' could obtain 5 liters of their favourite drinks (Fanta Orange, Sprite and Mezzo Mix).



# PLANT MILK CONCENTRATES

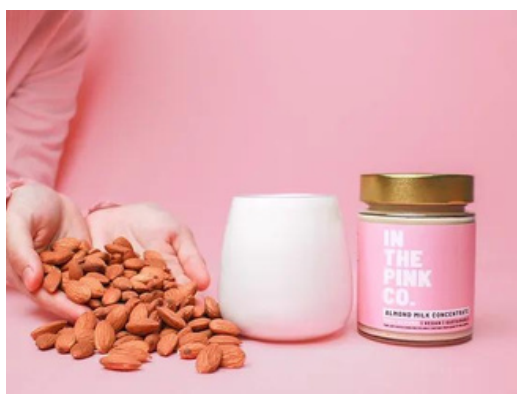


Created to offer a sustainable solution to enjoy plant-based milks, the Miami based plant-based milk brand JOI (for Just One Ingredient) has reinvented the way we consume plant-milk with its products.

The brand provides plant-based concentrates only made of plants in both recyclable glass jars and compostable pouches.

Using these packaging, the company reduces food waste by spoilage and cut down on carbon emissions. FYI, knowing that more than 98% of carton plant-milk bottles contain water, the brand found it clever to make the consumers add water by themselves to avoid useless and heavy shipping costs, reduce food and packaging waste and also reduce carbon footprints. As the brands says you just have to « Add, blend and ENJOI ! ».

The French brand Bonneterre (that belongs to Ecotone, leader in organic and plant-based food in Europe) launched in 2022 Bonneterre concentrated oat and almond drinks to help reduce CO2 emissions (thanks to less transport and packaging). With the 50cl concentrates bottles, you can obtain 1 liter of oat or almond drink.



Tired of finding expensive and not many healthy products on the Malaysian market, the two founders of In The Pink Co decided to launch their own brand of vegan milk concentrate few months ago. Pioneering the concept of plant milk concentrate in Malaysia, this plant-based concentrate is healthy (only nuts inside and not preservatives, thickeners and other artificial ingredients), nutritious, eco-friendly (you can recycle glass jars) and convenient (reduce waste since you prepare what you need). To enjoy the milk, you just have to add water. Each glass jar makes 5 liters of milk. Three flavours are available : cashew, hazelnut and almond.



In 2023, the French startup Mo'Rice unveiled a new brand of plant milk concentrate called Meelk.

Adding water at home to the 250g glass jar concentrate makes that you can obtain the equivalent of 5 liters of plant-based beverage!

A breakthrough innovation on the French market !