

SPRING 2026

GROWING FOR GOOD IN WALES

Wales can proudly claim to be a leading nation on recycling not just in the UK, but the world. As we approach a crucial Senedd election, it is essential to not just maintain but strengthen that leadership.

With municipal recycling rates consistently above 65%, Wales is perfectly placed to build on its position. The next phase of policy must focus on the areas where the biggest opportunities remain, including the improved collection and recycling of drinks containers – by ensuring recycling systems are simple, consistent and clearly understood by citizens.

Our Role: Helping Wales Go Further, Faster

Suntory Beverage & Food GB&I (SBF GB&I) is one of the UK's leading soft drinks businesses, producing Lucozade and Ribena in the Forest of Dean, less than five miles from the Welsh border. Through our Growing for Good vision, we are committed to driving positive change by delivering for communities, supporting British supply chains, and reducing our environmental impact.

Our global ambition is clear: 100% sustainable plastic bottles by 2030 and net zero in our value chain by 2050.

What we've done to date:

- **Invested £11m+** to make our packaging more circular
- **100% recycled PET** in Ribena and Lucozade Sport bottles
- Removed **215,000+ tonnes** of plastic from our packaging since 2011
- **Reduced the sleeve length** of all our bottles to enhance circularity
- **23% reduction** in our carbon footprint since 2019
- **£6m invested** in a new 33kV electricity connection that will reduce our Scope 1 and 2 emissions by 56%

- Committed **£6.5m+** towards internal DRS readiness and the setup of a UK-wide DRS
- Purchased renewable electricity across all our sites **since 2020**.

We want to work with the Welsh Government to deliver ambitious, practical policy that drives higher recycling rates, cleaner communities and a truly circular economy. By collaborating with purpose, we can deliver a world-class DRS for Wales and the rest of the UK.

**FOREWORD BY
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THE DEPOSIT RETURN SCHEME



BUY DRINK
PAY DEPOSIT



ENJOY THE DRINK,
RETURN THE CONTAINER



DEPOSIT
RETURNED



CONTAINERS
RECYCLED

SUNTORY
BEVERAGE & FOOD GB&I


Growing for Good

The Biggest Opportunity: Deposit Return Scheme (DRS)

We recognise that plastic and aluminium drinks containers can be found on most streets and in some of our most beautiful locations. That's why we believe the single biggest opportunity to reduce this litter and drive-up recycling rates in Wales is the successful introduction of a well-designed and interoperable DRS.

Where DRSs operate across Europe, collection rates for drinks containers regularly exceed 90%, compared to an estimated 70% in the UK today.¹ DRSs are proven to work.

SBF GB&I strongly supports DRS because it:

- Dramatically increases high-quality recycling
- Tackles litter at source
- Supports the transition to a circular economy.

How The Next Welsh Government And Senedd Can Help

Deliver an effective and simple DRS in 2027.

The commitment to launch a DRS in October 2027 is the right decision, and it must be prioritised. For the scheme to have the best chance of launching on time and delivering change, all parties should seek to align the scheme with the rest of the UK by:

1. Amending the regulations to remove glass as a priority
2. Delaying the inclusion of reuse requirements until the scheme is operational and a full impact and environmental assessment has been carried out.

This will make the scheme clearer for consumers, eliminate complexity, and make it simpler for businesses to implement - maximising return rates and environmental benefits from day one.

What Our Research Shows Works

Learning from the DRS in Ireland, we carried out deep consumer research to find out how best to implement an effective scheme. Three lessons stand out:

- 1. Education drives rapid adoption:** An initial adjustment period is expected, but most consumers move quickly from "surprise" to "reset" when the environmental benefits are clear
- 2. Make it easy for everyone:** Some consumers face barriers to engaging with the scheme, so it's vital that it is simple and clear to maximise participation and returns. Simplicity equals success
- 3. Retailers – large and small – play a crucial role:** Small operational improvements, such as clean, well-maintained reverse vending machines (RVM), clear signage, and simple customer-friendly features, make a significant difference to consumer experience and outcomes.

¹ Reloop Global Deposit Book 2024

Other enablers to achieve a circular economy

Extended Producer Responsibility (EPR)

- Ringfence funding to improve household collection systems
- Ensure transparency and consistency in how funds are used.

UK Reprocessing Infrastructure

- Use revenue raised from existing packaging taxes to improve the domestic market for rPET by investing in plastic recycling infrastructure
- Incentivise companies throughout the supply chain to invest more in producing, using and buying recycled content.

Single-Use Plastics

- Work together as four nations to deliver evidence-based and proportionate plans on the circular economy and reuse, so that it works for consumers, businesses and the environment.



To learn more about how we can work to deliver an effective DRS and a circular economy that works for all, please contact Fraser McIntosh, Fraser.McIntosh@suntory.com, Head of External Affairs and Sustainability at SBF GB&I.

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