

Otsuka Foods to Introduce Crystal Geyser in 50% Recycled PET Bottles

Aiming to Realize a Sustainable Society

Gradual Rollout across Japan Starting in April 2021

TOKYO, Japan, April 1, 2021—Otsuka Foods Co., Ltd. (Head Office: Chuo Ward, Osaka; President: Koichi Shiraishi) announced today that it will introduce 50% recycled PET bottles for Crystal Geyser, a mineral water brand directly bottled by Otsuka group company CG Roxane, LLC from the spring waters of Mount Shasta in California in the United States. Crystal Geyser in the new bottles will be introduced gradually across Japan starting in April 2021.

Otsuka Foods has used Japan's lightest^{*1} cap and lightweight bottles since it began importing and selling Crystal Geyser in 1994. Crystal Geyser's cap weighs about 1.3 grams and the bottle is about 50% lighter than it was when the product was launched. Also, in support of the national "Cool Choice"^{**2} movement developed by the Japanese government, the company has been actively promoting environmentally friendly activities in Japan's beverage market, such as introducing the industry's first bottles with the "Cool Choice" logo on the packaging.

In 2018, CG Roxane, the producer of Crystal Geyser, which has the No. 1^{*3} share of sales in California, USA, became the first U.S. beverage manufacturer to start operating its own PET bottle recycling plant,^{*4} and it is selling Crystal Geyser with 50% recycled raw materials in the United States. The product in 50% recycled PET bottles to be sold in Japan is also produced by CG Roxane. The introduction of these new bottles is expected to reduce CO₂ emissions per bottle by approximately 30% compared to general 100% petroleum-derived PET bottles.

In 2020, the Otsuka group established the Otsuka Group Plastic Policy to guide its initiatives focused on PET bottles with the aim of realizing a sustainable society. The goals established include: "Achieve a 50% or higher content of recycled and plant-based materials in our PET bottles by 2030."

*1 According to research (on leading beverage products in Japan) by Otsuka Foods in December 2020

**2 "Cool Choice" is a national movement that encourages all kinds of "smart choices" that contribute to the fight against global warming, such as energy-saving and low-carbon products, services, and actions, in order to achieve the goal of reducing greenhouse gas emissions by 26% in fiscal 2030 compared to fiscal 2013.

*3 IRI Resources Bottled Water Report 2019 (500 ml, gallon size)

*4 It has the capacity to process about 1 billion PET bottles per year.

