

Coke's broken promise.



Coca-Cola® will pump out an incredible 10 billion plastic bottles this year in the U.S. And most will wind up in dumps instead of the recycling bin.

Why? Because Mr. Ivester, Coke's CEO, broke his 1990 promise to use recycled plastic in Coke's plastic bottles.

Coke® is switching away from glass bottles and aluminum cans, which are made with recycled material, to plastic bottles that contain none.

In fact, Coke® stopped using any recycled plastic at all in the U.S. four years ago, citing costs. But Mr. Ivester, who came up through Coke's finance department, should revisit those numbers.

New plastic recycling techniques approved by the FDA add just a fraction of a cent per bottle. Keeping Mr. Ivester's promise would cost Coke® no more than the stock options he was given in 1998...or just one-half of one percent of Coke's profits.

Coca-Cola® already uses recycled plastic bottles — and even refillables — in other countries. Why not here? As it is, Americans are paying the price for the billions of plastic bottles clogging our landfills and toxic pollution from plastic manufacturing.

That's why more than 150 million Americans like you take responsibility for protecting the environment by recycling every day. Mr. Ivester should, too.

Give Coca-Cola® a call at (800) 571-2653 and tell them to keep their promise to use recycled plastic — *always*. Or e-mail Mr. Ivester himself at ftc_cocacola@em.fcncbd.com.



*M. Douglas Ivester,
Coca-Cola's Chairman
and CEO. Total 1998
compensation:
\$20,469,799*



**WARNING:
THIS BOTTLE
CONTAINS NO
RECYCLED
PLASTIC.**



Learn more from the GrassRoots Recycling Network, P.O. Box 49283 Athens, GA 30604. www.grrn.org

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Think before you drink Coca-Cola.[®]



Coca-Cola broke its promise to use recycled plastic in the *10 billion* bottles it pumps out each year.

Coke[®] has 45 percent of the domestic soft drink market. So until Coke starts buying recycled plastic for its bottles, plastic recycling is stalled.

Coke CEO Ivester already knows recycled-plastic bottles are better for the environment. He said so when he pledged in 1990 to use them.

Coke's claim to be "environmentally responsible" is called into severe question by his broken promise on plastics. And for the past 30 years, Coke has lobbied behind the scenes *against* effective recycling legislation.

All this should make us *think before we drink* another Coca-Cola product...

- *Think* about the billions of plastic Coke bottles clogging landfills and millions more littering our beaches, parks, roads, and farms.

- *Think* about the waste and pollution from manufacturing virgin plastic Coke bottles instead of using recycled plastic.

- *Think* about the 30 percent drop in plastic soda bottle recycling rates since Coke broke its promise.

Bottom line? Coke should own up to the waste it creates.

The answer is easy. Coke made a promise. They should keep it. It's a message even a child can understand.

Call Coke at (800) 571-2653. Tell them to honor their pledge to use recycled plastic.

Coke CEO
M. Douglas Ivester



"Dear Mr. Ivester:
Why do you hurt
the Earth when it's
so easy not to?"

— Meredith, Age 9
Decatur, Georgia



Hilary Turner

*Coke's waste and pollution—
a legacy for
our children?*



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