

## **Accolade Wines: Hardys / Mud House**

Caroline Thompson-Hill, Managing Director for Europe, Accolade Wines, said: *“This is the next step in Accolade’s sustainability journey following our carbon neutral certification last year. Reducing the environmental footprint of our products is a key focus for us to ensure we’re able to sustainably offer our quality wines to consumers for years to come.*

*“Teaming up with Loop and Tesco makes perfect sense as we look to manage our business in an environmentally responsible manner at all levels. The Loop partnership, with its ethos of ‘Shop, Return, Refund, Repeat’ helps to cut down on packaging waste and promote the circular economy - this trial is a look to the future of grocery shopping.*

*“We know that shoppers want more sustainable solutions, so it’s fantastic that a major supermarket like Tesco is embracing this scheme and offering people a convenient and eco-friendly way of buying some of their favourite brands.”*

For further information from Caroline Thompson-Hill at Accolade Wines, please contact [Emily.Smith@AccoladeWines.com](mailto:Emily.Smith@AccoladeWines.com)

## **Bulldog Skincare**

Caroline Mallet, General Manager, Bulldog Skincare said: *“At Bulldog, we’ve always challenged ourselves to make decisions our customers could be proud of, and I truly believe this is one of those decisions. If we are to continue improving our sustainability in a meaningful way, we must explore every credible option available to us; including those that require a complete reshaping of how products are delivered and consumed. That’s why we’re so proud to be a founding partner in Tesco’s Loop launch and why we’re delighted to see our products in a fully reusable format on the shelves of Tesco.”*

For more information please email: [adam@bulldogskincare.com](mailto:adam@bulldogskincare.com) or call +447743248523

## **Coca-Cola**

Julian Hunt, Vice President, Public Affairs, Communications and Sustainability (GB) at Coca-Cola Europacific Partners, said: *“At Coca-Cola Europacific Partners we are committed to our ambition of a world without waste, and refillable solutions play an important role in this, and also in reducing our carbon footprint. We know that addressing these challenges requires industry-wide collaboration, and working with Loop and our retail partners like Tesco to trial refillable bottles can help deliver valuable insight that will enable us to make our packaging even more sustainable.”*

## **Dr Will's**

Dr. Will's is an all-natural condiment company started in 2015 by real life doctor, Dr. Will Breakey, who says: *“As a small but growing business, we jumped at the chance to be part of the Loop offering as it aligned so perfectly with our values as a B-Corp. Our packaging materials are sustainable, contributing to the smallest possible impact on the environment.*

*“The Loop concept takes our condiments one step further to be fully reusable and waste-free. Consumers will have the option when using Loop to take home their favourite brands which aren't necessarily the household names so we are delighted that there is such a varied and eclectic mix of brands on shelf including the smaller underdog companies.”*

For more information (available for background, on the record and broadcast opportunities) interviews, samples or images please contact Aubergine via Verity Clarke  
verity@weareaubergine.com or 07708963533

## **Ecover**

Tom Domen, Head of Global Long-term Innovation at Ecover said: *“This initiative is a great fit with Ecover's bold ambition to establish a re-use culture vs a throw away culture. Throw away packaging has been so engrained into our everyday shopping behavior that it is hard to imagine it can be done differently. Yet it is possible if we are all in this together, collaborating across the complete supply chains and across multiple brands”.*

## **Fever-Tree**

Jess Ainley, Corporate Responsibility and Sustainability Manager at Fever-Tree, said: *“From creating the very first bottle of Fever-Tree Indian Tonic Water, we have taken pride in using glass bottles, ensuring not only the highest quality for our products, but also offering our consumers infinitely recyclable packaging. That said, we are committed to finding ever more sustainable ways to package our products. By taking part in Tesco and Loop's returnable packaging initiative, we are incredibly excited to take this one step further with our returnable glass bottles; prolonging their lifecycle, reducing waste and further preserving the environment around us.”*

For more information, please contact Florence Wong ([Florence.wong@fever-tree.com](mailto:Florence.wong@fever-tree.com))

## **Reckitt: Finish**

Sonia Thimmiah, Head of Sustainable Brands and Customer Partnerships at Reckitt said: *“At Reckitt we are committed to reducing our packaging footprint. The Loop platform is one of several reuse solutions we are trialling to help meet our 2030 target to reduce virgin plastic in*

*our packaging by 50%. We are excited for our leading dishwasher detergent brand Finish to work with Tesco on this ground-breaking initiative as we continue to drive progress against Reckitt's sustainability ambitions for a cleaner, healthier world."*

For further information please contact Patty O'Hayer, [Patty.OHayer@rb.com](mailto:Patty.OHayer@rb.com), +44 7825755688

## **Good4U**

Michelle Butler, Innovation Director at Good4U said, *"We are very proud to announce that our complete range of healthy toppers and snacks will be available in either recyclable or reusable materials by the end of 2021 and are incredibly excited to be part of this ground breaking zero-waste and circular initiative Loop. We are launching with three products including two Salad Toppers and a Breakfast Boost helping you meet your daily nutritional needs. Cannot wait to see them on the shelves in Tesco."*

For more information including interviews, please contact: Michelle Butler Innovation Director, [michelle.butler@good4u.ie](mailto:michelle.butler@good4u.ie), Phone: 00353 87 4125934 – available for interviews

## **Mackays**

Martin Grant, Managing Director, said, *"Globally recognised Mackays jams, marmalades and chutneys are delighted to be included in the Loop UK launch within Tesco. Mackays was a perfect fit as our jars, lids and labels are all 100% recyclable and now with the partnership we are able to extend the life of the jars with reuse and refill. I and my team are very excited to be included in this project and I look forward to a future of less waste and landfill. "*

For more information, please contact: Rochelle Grant 01241 432 500  
[Rochelle.grant@mackays.com](mailto:Rochelle.grant@mackays.com)

## **Heinz**

Jojo de Noronha, Kraft Heinz Northern Europe President, said: *"We're delighted to be partnering with Loop and Tesco for the roll out of this revolutionary new scheme with the nation's favourite Heinz Tomato Ketchup bottles as well as the introduction of Heinz [Seriously] Good Mayonnaise jars in the coming months.*

*"This move is part of Heinz's aim of ensuring 100% of our packaging is recyclable, reusable or compostable by 2025."*

For media enquiries, please contact [Nigel.Dickie@kraftheinz.com](mailto:Nigel.Dickie@kraftheinz.com) / or [james@wonderlandcomms.com](mailto:james@wonderlandcomms.com)

## **Premier Foods: Bisto Best**

Libby Newcombe, Director of Innovation at Premier Foods said: *"Reducing the environmental impact of our packaging in tandem with food waste reduction will require collaborative action and innovative thinking, which is exactly what this trial is all about. The idea that one of our Bisto Best jars could appear back on shelf refilled with gravy granules is an exciting one, and through this trial, we hope to better understand shopper behaviours and what's required at our factory, in order to make this viable in the longer term.*

*"Embracing new technology such as this is a key part of our ambition to reach 100% reusable, recyclable or compostable packaging by 2025 and we look forward to seeing how Bisto fans respond."*

## **Sipsmith**

Sam Galsworthy, Sipsmith Co-Founder said: *"We're incredibly proud to be the exclusive gin in the Loop initiative, a groundbreaking global platform for reuse. We've taken action to redesign the bottles for our award winning classic London Dry Gin so it can be enjoyed waste-free with reusable, durable packaging.*

*"We see this partnership as the latest chapter in our sustainable sipping journey and to becoming recognised as a better gin for people and the planet. So when gin lovers are sipping a Sipsmith G&T, they will not only be enjoying a gin that has been meticulously handcrafted, but also one that is made by a team who take their wider responsibilities for the world seriously, too."*

## **Unilever: Persil, Simple, Radox and Alberto Balsam**

Sebastian Munden, General Manager for Unilever UK & Ireland, said, *"We can all see that reusable packaging could shift the dial on single-use plastic waste, however there is still much to test and learn about what is needed to drive long-term 'use, refill and reuse' behaviours. We know that to be successful, reuse models at scale will need to deliver product breadth and choice - so it's great to see several Unilever brands including Persil, Simple, Radox and Alberto Balsam involved in Tesco's trial - as well as making repeat purchase seamless and it easy to generate the highest circular-economy benefits.*

*Trials like these are invaluable as they allow us to gain real-world insights into the potential of these future shopper habits and packaging technologies, whilst working closely with partners like Tesco and LOOP we can share expertise and learnings, adapt as we go, and work together to drive change at the scale our planet needs."*

For further information, please contact: [ukpressoffice@unilever.com](mailto:ukpressoffice@unilever.com)

## **Tetley**

Cassie Shuttlewood, Sustainability and Communication Manager, Tata Consumer Products , said, *“We’re proud to be part of the launch of the Loop scheme in Tesco’s stores to deliver a sustainable and affordable solution to help reduce waste. We’ve worked with Loop to ensure our Tetley cannisters can achieve optimum environmental benefit from being in the Loop system for as long as possible. They will be an asset to the Tetley brand and an attractive proposition for consumers and we look forward to monitoring the results of the trial in the coming months.”*