



drink well
do good





In 2018, Keurig Green Mountain and Dr Pepper Snapple Group merged to form Keurig Dr Pepper (KDP), the first company to combine hot and cold beverages at scale in North America. Our vision is to provide a beverage for every need, available everywhere consumers shop. The merger made us more than just a bigger company. With our united 25,000+ employees, expanded operations, broadened community presence and combined resources, we became a greater force for making a positive impact worldwide.





Our bold vision comes with a commitment to source, produce and distribute our products responsibly.

At KDP, we consider our impact at every step, from the resources we depend upon to make our products to the materials we use – and that can be reused – in our packaging. We are mindful of how our decisions affect our farmers, suppliers, partners, employees and communities.

Prior to our combination, our two companies made measureable progress in the areas of recycling, responsibly sourcing coffee and giving millions of kids places to play. As we've become one company, we looked holistically across our value chain for new opportunities to do more. We look to mobilize resources inside and outside our company to tackle important issues and be a catalyst for good in our industry through partnership, innovation and investment.





Ensure our beverages make a positive impact with every drink.

We are channeling the significant energy and resources of our organization to those opportunities where we believe we can have the greatest impact.



Supply Chain

Good from the Start

We use our buying power for good, ensuring we source ethically and responsibly across our supply chain.



Environment

Refreshingly Responsible

We strive for net positive impact in the places we operate, restoring resources for a circular economy.



Health & Wellbeing

Better Choices, Better Lives

We offer a diverse product portfolio and provide resources to help consumers make smart choices for themselves and their families.



Communities

Responsible Citizens, Good Neighbors

We are committed to giving back and engaging our employees to enrich the communities where we live, work and play.

Our Goals

Supply Chain

- ▶ Responsibly source 100% of our coffee and brewers by 2020
- ▶ Significantly improve the lives of 1 million people in our supply chain by 2020

Environment

Packaging

- ▶ Make all K-Cup® pods in the U.S. recyclable by the end of 2020
- ▶ Convert to 100% recyclable or compostable packaging by 2025
- ▶ Use 30% post-consumer recycled content across our packaging portfolio by 2025

Waste

- ▶ Send zero waste to landfill across our operations by 2025

Water

- ▶ Partner with our highest water-risk operating communities to replenish 100% of water used for our beverages in those communities by 2025
- ▶ Improve our water use efficiency by 20% by 2025

Energy

- ▶ Obtain 100% of electricity from renewable sources by 2025

Health & Wellbeing

- ▶ Partner with leading organizations to accelerate portfolio innovation and transparency for health and wellbeing

Communities

- ▶ Provide play opportunities to 13.5 million children and families by 2020



Good from the Start

We engage our suppliers, farmers and business partners to ensure sustainable practices are used across our supply chain.

Just as our suppliers play a role in our success, we play a role in theirs. We strive to build a holistic understanding of how our suppliers operate and to provide training, tools and resources so that they can meet challenges to their business and thrive long-term in a changing world. To date, we've reached over 630,000 people in our coffee communities through social impact investment programs that help increase farmer yields, profitability and resiliency.



COMMITTED TO 100%
**RESPONSIBLY
SOURCED COFFEE**
www.Keurig.com/ResponsibleCoffee

We have a clear path to achieve 100% responsible sourcing of coffee and brewers with supply chain partners by 2020. We are one of the largest buyers of Fair Trade™ coffee in the world, while also supporting Rainforest Alliance, UTZ and other certification programs.

SPOTLIGHT

Supporting our Coffee Farmers

We look for opportunities to help coffee farmers adjust to a changing environment and prevent negative impacts on natural resources. We are a founding member of World Coffee Research and support its ultimate goals to build farmers' capabilities to adapt to climate change and adapt coffee plants to deal with increasing environmental stresses.





Environment

Refreshingly Responsible

We strive to use less energy and water and generate zero waste to make our products, reducing our footprint while boosting our efficiency.

Waste

We are 86% of the way to our goal of ensuring none of the material from our manufacturing is sent to landfills by 2025.

Water

We will partner with our highest water-risk communities where we operate to replenish the water we use in our beverages in those communities, and we commit to increase water use efficiency by 20% by 2025.

Energy

100% of electricity will be from renewable sources by 2025, while we are developing a new science-based carbon-reduction goal to further reduce our carbon footprint.

SPOTLIGHT

Partnering to Replenish

In our highest water-risk communities, we seek to restore the same volume of water we use in our local operations to make our beverages through projects that enhance watersheds, protect habitats and conserve water. One of these projects is a native prairie restoration project near Houston, Texas, to protect freshwater and preserve coastal habitat. Restoring native grasses decreased runoff and enabled the land to absorb and disperse water from storm surges and floods, providing a cost-effective way to protect coastal communities from the impacts of storms and hurricanes.





Environment

Our Packaging Evolution

Our packaging deserves a second life, so we're making all of ours 100% recyclable or compostable by 2025.

We also want to contribute to the circular economy and commit to using 30% recycled material across our portfolio by 2025, which means reduced new plastic use and reduced carbon emissions.

Improving packaging solutions for product quality, consumer use, recoverability and reuse requires collaboration of all players along the value chain. Using our strength in forming partnerships, we collaborate closely with a number of stakeholders – including industry groups, NGOs and investment firms – to move our commitments beyond independent ambitions to collective action.



Our partnership with Keurig Dr Pepper has shown that together we can rethink the whole recycling value chain. In the short time that we've worked together, it's changed how we interact and think about brand owner participation in the end-of-life product management recovery chain.

Paulina Leung, VP of Corporate and Business Development, Emterra Group



Helping Ensure Recyclable Material Gets to the Right Place

In a circular economy, products must be both recyclable and recycled. Keurig Dr Pepper partners with material recovery facilities, plastic recycling facilities and communities to confirm our packaging has recycling value.



This means it can easily travel from home recycling bins to recovery facilities and, ultimately, be reused as new, durable goods. Through our work on recyclable K-Cup® pods, we have moved beyond a recyclable design. We are ensuring our packaging is actually recycled by coffee drinkers around North America and recovered by recyclers. The rigor we have applied to this process has benefited plastics recycling widely and set a new bar for producer responsibility.



SPOTLIGHT

100% Recyclable K-Cup® Pods in Canada

Keurig Dr Pepper converted to 100% recyclable K-Cup® pods in Canada at the end of 2018, two years ahead of our original goal. We designed our pods so consumers can peel off the foil lid, compost the coffee grounds and recycle the #5 polypropylene cups along with other recyclable containers in their local community recycling programs. We're on track to convert to 100% recyclable K-Cup® pods in the U.S. by the end of 2020.





Better Choices, Better Lives

More Ways for Less Sugar

Our health and wellbeing commitment to consumers is simple: provide a balanced portfolio of beverage options and the resources consumers need to make informed choices for themselves and their families. Our growing portfolio contains more low- and no-calorie options than ever before and our smaller package options allow consumers to enjoy their favorite beverages in just the amount they want. We're also ensuring that consumers have the resources to make informed choices with calorie count on packaging and comprehensive product nutrition information online.

Play Opportunities for More Kids

An active lifestyle helps build a better life, so we strive to give families ways to balance calories with activity. To give kids more access to active play and its benefits, our Let's Play initiative provides the funding, equipment and play spaces to ensure children and their families have the opportunity for daily physical activity. Since 2011, we've invested more than \$38 million in Let's Play and, by 2020 more than 13 million kids will be playing thanks to our program.

SPOTLIGHT

Answering the Call for Less Sugar

In the spring of 2018, we introduced Mott's Sensibles™ to bring families a product that is 100% juice, but with 30% less sugar than regular apple juice. In addition, Mott's Sensibles™ has no added sugars, artificial sweeteners, flavors or colors. Our research showed that 60% of parents are concerned with the amount of sugar in juice and have a particular concern in how much sugar they're giving their children. Mott's Sensibles™ is an example of our commitment to innovation and to giving consumers new products to fit their needs.





Communities

Responsible Citizens, Good Neighbors

Through corporate philanthropy, local community relations and engaging our employees in giving back, we help to build healthier, stronger communities.

Partnering for a Better Future

We live, work and play in hundreds of communities and we're committed to addressing key issues with our partners and neighbors. From our work to address issues affecting the livelihoods of farmers in our coffee communities, to our longstanding partnerships with national nonprofits KaBOOM! and Good Sports to provide play opportunities to kids, to our work with Keep America Beautiful that provides public space recycling bins to community organizations, we're making a positive difference in the areas that make the most sense for our business and our communities.

A Good Corporate Neighbor

Keurig Dr Pepper believes that being a good corporate citizen also means being a good neighbor. We support our communities' needs through sponsorships, in-kind donations or monetary donations. With time, money and product, we support initiatives ranging from aid to families and causes in our hometowns, to protecting local habitats and natural resources.

SPOTLIGHT

Giving Back Together

We know encouraging our employees to contribute their time through volunteerism is a valued enabler to our culture of giving back. In 2018, KDP employees contributed more than 36,000 hours through company-sponsored volunteerism projects.



