

With a focus on sustainability



SMOKY COLOR

The tint in the packaging is because it's mixed with anywhere from 25-100% post consumer recycled (PCR) plastic

LIGHTWEIGHT

The new packaging is 3.5% lighter than before (saving 2 tons of plastic!)

LABEL

APR-approved plastic label is designed to easily separate from PET during the recycling process

SWIMMING SILICONE VALVE

The specially designed valves "swim," or float, in the recycling stream so they can easily separate from PET

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We created a design that connects to our brand DNA, delights our customers and protects our wonderful-tasting products. Environmental impact was considered at each stage of the design process, informing every decision we made.