NFFOODS Spectrum
perspectives on food technologies & business
ASIA

Australia KitKatÂ increases use of recycled plastic for wrappers

19 October 2023 | News

The major step in the brandâ??s sustainability journey is cutting 1,200,000m2Â of virgin plastic each year

The major step in the brandâ??s sustainability journey is cutting 1,200,000m2Â of virgin plastic each year

In an Australian first, KitKat has increased its use of recycled plastic in the production of wrappers of select products to 90 per cent (mass balance), the highest proportion used in soft plastic by any major Australian food brand.

The major step in the brandâ??s sustainability journey is cutting 1,200,000m2 of virgin plastic each year, enough to cover approximately 1,000 x 50m swimming pools. The 90 per cent recycled plastic is allocated using the ISCC^ mass balance approach.

Andrew Lawrey, NestlÃ© General Manager of Confectionery said: â??KitKat lovers tell us they want breaks for good â?? and that packaging matters to them. Their appetite for change is accelerating and we know they are looking for better packaging, including packaging made with more recycled material (mass balance).

â??Itâ??s critical that our packaging keeps KitKat safe and fresh and delivers that delicious snap consumers love. While recycled plastic suitable for soft plastic food wrappers continues to be scarce, we will keep working closely with our suppliers to transition as quickly as possible,â?• Lawrey said.

The new wrappers will be used on the classic KitKat and KitKat Gold 4-finger bars, KitKat Chunky Aero Mint bar and classic KitKat block.

The update builds on KitKatâ??s move last year to become Australiaâ??s first food wrapped in soft plastic made with 30 per cent recycled plastic, using a mass balance approach â?? with more than 40 million KitKat 4-finger bars wrapped with 30 per cent recycled plastic (mass balance) since.

â??We hope this wrapper does more than just reduce virgin plastic use. We hope itâ??s a reminder of the circular potential for soft plastics. We all know the disappointment of not being able to recycle our soft plastics right now, but weâ??ve designed our wrappers so that where the collection is available, they can be recycled,â?• Stuart said.

â??Weâ??re continuing to work with industry and the value chain to see a future where Australian used plastic can be collected and turned into soft plastic food packaging.â?•

The newly packaged KitKat products will be available nationwide from October 2023.