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Coca-Cola, Ford, Heinz, Nike, and Procter & Gamble Form Collaborative to Accelerate Development of Products Made Entirely from Plants

Five Global Companies Demonstrate Their Strong Commitment to Sustainable Innovation

ATLANTA--(BUSINESS WIRE)-- The Coca-Cola Company, Ford Motor Company, H.J. Heinz Company, NIKE, Inc. and Procter & Gamble today announced the formation of the Plant PET Technology Collaborative (PTC), a strategic working group focused on accelerating the development and use of 100% plant-based PET materials and fiber in their products. PET, also known as polyethylene terephthalate, is a durable, lightweight plastic that is used by all member companies in a variety of products and materials including plastic bottles, apparel, footwear and automotive fabric and carpet.

The collaborative builds upon the success of The Coca-Cola Company's PlantBottle™ packaging technology, which is partially made from plants and has demonstrated a lower environmental impact when compared to traditional PET plastic bottles. Currently, Heinz licenses the technology from Coca-Cola for select Heinz ketchup bottles in the U.S. and Canada.

This new collaborative was formed to support new technologies in an effort to evolve today's material that is partially made from plants to a solution made entirely from plants. By leveraging the research and development efforts of the founding companies, the PTC is taking the lead to affect positive change across multiple industries. PTC members are committed to researching and developing commercial solutions for PET plastic made entirely from plants and will aim to drive the development of common methodologies and standards for the use of plant-based plastic including life cycle analyses and universal terminology.

"Fossil fuels like oil have significant impacts to the planet's biodiversity, climate and other natural systems," said Erin Simon, Senior Program Officer of Packaging for World Wildlife Fund (WWF). "Sustainably managing our natural resources and finding alternatives to fossil fuels are both business and environmental imperatives. It's encouraging to see these leading companies use their market influence to reduce dependence on petroleum-based plastics. We hope other companies will follow their lead."

These leading brand companies are making a commitment to champion and support research, expand knowledge and accelerate technology development to enable commercially viable, more sustainably sourced, 100% plant-based PET plastic while reducing the use of fossil fuels. PTC member companies look forward to working together to meet each member's future business goals and lead the charge toward 100% plant-based materials.

About The Coca-Cola Company

The Coca-Cola Company (NYSE: KO) is the world's largest beverage company, refreshing consumers with more than 500 sparkling and still brands. Led by Coca-Cola, the world's most valuable brand, our Company's portfolio features 15 billion dollar brands including Diet Coke, Fanta, Sprite, Coca-Cola Zero, vitaminwater, Powerade, Minute Maid, Simply, Georgia and Del Valle. Globally, we are the No. 1 provider of sparkling beverages, ready-to-drink coffees, and juices and juice drinks. Through the world's largest beverage distribution system, consumers in more than 200 countries enjoy our beverages at a rate of 1.8 billion servings a day. With an enduring commitment to building sustainable communities, our Company is focused on initiatives that reduce our environmental footprint, support active, healthy living, create a safe, inclusive work environment for our associates, and enhance the economic development of the communities where we operate. Together with our bottling partners, we rank among the world's top 10 private employers with more than 700,000 system employees. For more information, please visit www.thecoca-colacompany.com or follow us on Twitter at twitter.com/CocaColaCo.

About Ford Motor Company

Ford Motor Company, a global automotive industry leader based in Dearborn, Mich., manufactures or distributes automobiles across six continents. With about 166,000 employees and about 70 plants worldwide, the company's automotive brands include Ford and Lincoln. The company provides financial services through Ford Motor Credit Company. For more information regarding Ford and its products worldwide, please visit http://corporate.ford.com.

About The H.J. Heinz Company

H.J. Heinz Company, offering "Good Food Every Day"™ is one of the world's leading marketers and producers of healthy, convenient and affordable foods specializing in ketchup, sauces, meals, soups, snacks and infant nutrition. Heinz provides superior quality, taste and nutrition for all eating occasions whether in the home, restaurants, the office or "on-the-go." Heinz is a global family of leading branded products, including Heinz® Ketchup, sauces, soups, beans, pasta and infant foods (representing over one third of Heinz's total sales), Ore-Ida® potato products, Weight Watchers® Smart Ones® entrees, T.G.I. Friday's® snacks, and Plasmon infant nutrition. Heinz is famous for its iconic brands on six continents, showcased by Heinz® Ketchup, The World's Favorite Ketchup®.

About NIKE, Inc.

NIKE, Inc., based near Beaverton, Oregon, is the world's leading designer, marketer and distributor of authentic athletic footwear, apparel, equipment and accessories for a wide variety of sports and fitness activities. Wholly owned NIKE subsidiaries include Converse Inc., which designs, markets and distributes athletic footwear, apparel and accessories; Cole Haan, which designs, markets and distributes luxury shoes, handbags, accessories and coats; Umbro Ltd., a leading United Kingdom-based global football (soccer) brand; and Hurley International LLC, which designs, markets and distributes action sports and youth lifestyle footwear, apparel and accessories. For more information, visit www.nikeinc.com and follow @Nike.

About Procter & Gamble

P&G serves approximately 4.4 billion people around the world with its brands. The Company has one of the strongest portfolios of trusted, quality, leadership brands, including Pampers®, Tide®, Ariel®, Always®, Whisper®, Pantene®, Mach3®, Bounty®, Dawn®, Fairy®, Gain®, Charmin®, Downy®, Lenor®, Iams®, Crest®, Oral-B®, Duracell®, Olay®, Head & Shoulders®, Wella®, Gillette®, Braun®, Fusion®, Ace®, Febreze®, Ambi Pur®, SK-II®, and Vicks®. The P&G community includes operations in about 80 countries worldwide. Please visit http://www.pg.com for the latest news and in-depth information about P&G and its brands.

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