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The Coca-Cola Company Partners with Musical Legends Mark Ronson and Madlib to Launch “Recycled Records”

The Campaign Launches with an Original EP, Curated Sound Library and Audio Mixer – All Featuring the Sounds of Recycling – to Celebrate Sprite, Fresca and Seagram’s Transition from Green to Clear Plastic

ATLANTA--(BUSINESS WIRE)-- Today, The Coca-Cola Company announces it has teamed up with two of the most legendary names in the history of music sampling, **Mark Ronson** and **Madlib**, to bring a bold musical experiment to life with the launch of “Recycled Records.”

The Coca-Cola Company has teamed up with two of the most legendary names in the history of music sampling, Mark Ronson and Madlib, to bring a bold musical experiment to life with the launch of Recycled Records. (Photo: Business Wire)

The campaign introduces an original EP made up of the sounds taken from the bottle-to-bottle

recycling process, alongside a versatile sound library and engaging short film. Not only will fans be able to listen to these uniquely made tracks, but they’ll also get the chance to re-mix the very same sound library used by the two musical legends into innovative compositions of their own through an interactive digital beat machine.

Creative masters Mark Ronson and Madlib chopped, looped, and distorted recycled sounds, vocals, and ambient noises into an imaginative collection of six one-of-a-kind tracks to celebrate Sprite, Fresca and Seagram’s transition from green to clear packaging. From the percussion of a forklift beeping to the tonal beat of a conveyor belt to the hi-hat of air blown into a plastic bottle, the EP brings to life the magic of multiple reuses.

“Sampling is an artform which is constantly regenerating. The tiniest sound, whether from an old record or from the world around us, can inspire an entire piece of music. I learnt from my heroes, DJ Premier and Q-Tip, who all made incredible albums from sampling, and it’s stayed an integral part of my work up until today,” said GRAMMY®-award winning producer and sampling master **Mark Ronson**.

A sound sample is to music as clear plastic is to recycling. The process of music sampling is ongoing; an old sound is used in a new track, which is flipped again into a newer track, and so on. When green plastic is recycled, it is usually turned into single-use items that do not get recycled again – so, it was time for a moment of clarity. Now Sprite, Fresca and Seagram’s clear plastic bottles increase the likelihood of them being remade into new bottles.

“A great sample doesn’t have to come from other music, it just has to make you move,” said award-winning pioneer producer and legendary artist, **Madlib**, also known as the “Loop Digga,” “Quasimoto” and many other aliases. “The thud of a plastic bottle going through a recycling facility is, in its own way, a piece of art, it has the ability to transform. Being able to

take sounds from the recycling process that are so different from what I've used in the past, and flipping it into a whole new format, is a great example of the versatility of sound. Now any cat has the opportunity to make some dope sounds of their own.”

To learn more, fans can look to critically acclaimed artist and female pioneer of rap, **MC Lyte**, who narrates a documentary-style short film that draws a *clear* connection between the heritage and spirit of music sampling and the closed loop recycling process. The captivating film, filled with rich soundscapes, imaginative beats and riveting visuals, showcases the creative process behind “Recycled Records” including extensive sound recordings at recycling facilities nationwide and a fascinating glimpse into the studios of Mark Ronson and Madlib.

“The Coca-Cola Company is thrilled to have teamed up with Mark Ronson and Madlib to celebrate our portfolio’s transition from green to clear plastic. This sonic partnership is part of The Coca-Cola Company’s broader [World Without Waste](#) goals,” said **Kurt Ritter, Vice President and General Manager, Sustainability, The Coca-Cola Company North America**. “We’re excited about the switch because it increases the amount of high-quality, food-grade recycled plastic available in the marketplace and ultimately allows our brands to use more recycled plastic in their packaging.”

Packaging innovation alone will not solve the plastic waste crisis. While the transition away from green plastic is one of many steps needed to drive a circular economy, The Coca-Cola Company recognizes it has a responsibility to keep evolving its process, and this is just one of the steps the company is taking to do so.

Starting December 14th, consumers can join in on the magic of multiple uses by watching the film and taking the Recycled Records beat machine for a spin to create their own musical compositions at www.cokeurl.com/greentoclear.

For further information, please contact:

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About The Coca-Cola Company

The Coca-Cola Company (NYSE: KO) is a total beverage company with products sold in more than 200 countries and territories. Our company’s purpose is to refresh the world and make a difference. We sell multiple billion-dollar brands across several beverage categories worldwide. Our portfolio of sparkling soft drink brands includes Coca-Cola, Sprite and Fanta. Our hydration, sports, coffee and tea brands include Dasani, smartwater, vitaminwater, Topo Chico, Powerade, Costa, Georgia, Gold Peak, Honest and Ayataka. Our nutrition, juice, dairy and plant-based beverage brands include Minute Maid, Simply, innocent, Del Valle, fairlife and AdeS. We’re constantly transforming our portfolio, from reducing sugar in our drinks to bringing innovative new products to market. We seek to positively impact people’s lives, communities and the planet through water replenishment, packaging recycling, sustainable sourcing practices and carbon emissions reductions across our value chain. Together with our bottling partners, we employ more than 700,000 people, helping bring economic opportunity to local communities worldwide. Learn more at www.coca-colacompany.com and follow us on [Twitter](#), [Instagram](#), [Facebook](#) and [LinkedIn](#).

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