



## **New Brand of Natural Spring Water Seeks to Increase U.S. Recycling Rates through Consumer Education and Engagement**

Innovative Recycling Program Begins Initial Rollout at 26 Whole Foods Market Stores in California and Arizona

GREENWICH, Conn., Aug. 18 -- [re-source](#)<sup>(TM)</sup> natural spring water, a new brand of natural spring water focused on raising consumer awareness about the importance of recycling, is launching exclusively at [Whole Foods Market](#) stores. *re-source* is a premium, national bottled spring water brand that uses 25% recycled plastic (rPET) in all of its bottles, while participating in a pilot of incentive-based, in-store recycling programs in an effort to increase consumer recycling rates. The recycling program is launching at 26 stores in California and Arizona with a goal of reaching 200 Whole Foods Market stores nationwide by fall 2009.

"We recognize that there are significant challenges related to recycling in the U.S. and are focused on raising awareness and visibility for the issue," said Monique Mims, *re-source* senior innovations manager. "Through increased consumer education, incentive-based recycling at retail and demonstration of the valuable uses for recycled plastics, *re-source* is taking an important first step toward changing consumer behavior and increasing U.S. recycling rates."

*re-source*'s in-store recycling program provides an added incentive to encourage consumers to recycle. For every plastic beverage container that is recycled at a participating Whole Foods Market store in a *re-source*-branded GreenOps<sup>(SM)</sup> tracking station, *re-source* will donate 5 cents to the national nonprofit [Keep America Beautiful](#), up to \$200,000. The contributions will be used to support local Keep America Beautiful recycling programs nationwide.

*re-source*'s crisp, great tasting water is harvested from carefully selected natural spring sources, using sustainable practices. The water is then packaged in bottles made with 25% recycled plastic. Each *re-source* bottle serves as an education vehicle to inform consumers about the importance of recycling and demonstrate that recycled plastic can be reused repeatedly to create new consumer products. Recycled *re-source* bottles will be used to produce new products such as fleece, reusable shopping bags, carpet, plastic beverage bottles and other products.

"We believe that businesses as well as individuals must assume their share of responsibility as tenants of Planet Earth," said Michael Besancon, senior global vice president of purchasing, distribution and marketing for Whole Foods Market. "*re-source*'s use of recycled plastic in its bottles and innovative in-store recycling pilot program will increase recycling awareness and give our customers another opportunity to be part of the solution."

The *re-source* recycling program at participating Whole Foods Market locations, managed by **Waste Management** and GreenOps, provides consumers with tools to track and measure their recycling efforts. *re-source*-branded GreenOps tracking stations feature interactive machines with video screens that allow participants to remain engaged and informed about the recycling process. Consumers who use the recycling machines receive a code that they can use to log on to [www.greenopolis.com](http://www.greenopolis.com) and keep track of their individual recycling activities.

The pilot recycling program will start in California and Arizona and roll out at participating stores across the U.S. *re-source* will be available in 700 ml bottles for the suggested retail price of \$1.69 each, as well as in 500 ml bottles for the suggested retail price of \$1.29 each or \$9.99 for a case of 24. For more information about the product, visit [www.re-sourcespringwater.com](http://www.re-sourcespringwater.com).

### **About *re-source*(TM)**

*re-source*(TM) was designed to directly engage consumers in the importance of recycling. By increasing consumer education, participating in the pilot of an incentive-based recycling program at retail and demonstrating the valuable uses for recycled plastics, *re-source* is taking an important first step toward changing consumer behavior and increasing U.S. recycling rates. *re-source* natural spring water is part of the [Nestle Waters North America](#) family of bottled water companies.