

Well ahead of the EU directive: The Eckes-Granini Group is already introducing paper straws this year

Nieder-Olm, 7. October 2020: In July 2021, the EU Single-Used Plastics (SUP) Directive comes into force. Plastic straws are also affected by this ban. The first national subsidiaries of the Eckes-Granini Group to switch to paper straws are now Lithuania and Finland. In Lithuania, the first "Elmenhorster" drink packs with paper straws will be on supermarket shelves from November 2020. In Finland, the 0.2l drink packs of the brand "Mehukatti Luomu" with paper straw will be available in January 2021. The changeover of the "Mehukatti TRIP®" drink packs will take place in the course of next spring. Around 32 million straws are needed each year for the drink packs of the popular "Elmenhorster" and "Mehukatti" brands. The changeover in Lithuania and Finland alone has already saved the Eckes-Granini Group 11.3 tonnes of disposable plastic each year. The paper straws used are food-safe and can be recycled and composted.

"We welcome the EU directive on disposable plastic. We believe it is an important step towards reducing plastic waste. As part of our sustainability strategy, we are working hard to offer environmentally friendly and resource-efficient packaging. In addition to numerous other measures we are implementing in this area, the use of paper straws is a central element," says Dr. Karl Neuhäuser, Head of Quality Assurance and Sustainability at the Eckes-Granini Group.

The conversion of straws for drink packs of the Eckes-Granini brand hohes C in Germany is also planned for the near future. Together with the manufacturer Tetra Pak, the company is currently working on an appropriate solution.

Further information on sustainability in the Eckes-Granini Group can be found here: <https://www.eckes-granini.com/sustainability/>



About the Eckes-Granini Group:

Eckes-Granini is the leading producer of fruit juices and fruit beverages in Europe. The independent, family-owned enterprise based in Nieder-Olm, Germany (Rhineland-Palatinate), is dedicated above all to its competent and committed employees, its strong brands in the juice, fruit-beverage and smoothie segments and its long-term strategic focus on sustainable value growth. Today, Eckes-Granini operates with its own subsidiaries and strategic partners in Europe, employs a total of 1,725 people and posts annual net turnover of EUR 985 million. The internationally renowned premium brands granini and Pago as well a number of strong national and regional juice and fruit-beverage brands form the foundation for the Group's business activities. Consumers in 80 countries around the world, and especially in Europe, have come to know and appreciate our fruit juices and our wide selection of fruit beverages.

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