

Case study



JUICE BROTHERS

The Juice Brothers brand contributes to our sustainability objectives in many ways.

Both the 500 millilitre and 1.5 litre bottles are made of recycled and recyclable plastic. The labels and lids are not made from recycled plastic but can be placed in kerbside recycling bins for collection, and the 1.5 litre bottles use pigment-free lids. Very few brands employ this pigment-free lid technology.

Our 1.5 litre bottles were recognised as a finalist in the Sustainable Packaging Design of the Year category in this year's Australasian Packaging Innovation and Design Awards.

The juice is made from 100% Australian fruit, without use of juice concentrates or added sugar.

To eliminate food waste, instead of crushing oranges, apples and pears, we squeeze the fruit to extract the juice, which enables us to reuse the peels, seeds and cores as animal feed. Aligned with our commitment to principles of circularity, some of this feed then goes to our own major dairy suppliers.

The entire 1.5 litre bottle range has received certification as Carbon Neutral product until November 2023, under the Australian Government's Climate Active Program. This assessment considers emissions throughout the entire lifecycle, including fruit cultivation, processing, transportation, and waste management. It recognises both the carbon reductions we've made, and our use of 100% Australian Carbon Credit Units to offset any remaining carbon.

**VISIT
THE JUICE BROTHERS
WEBSITE.**

[JUICE BROTHERS](#)