

Annual Report and Action Plan

Company Name: **Flavour Creations Pty Ltd**

Trading As:

ABN: **73078198320**

About APCO

Australian Packaging Covenant Organisation (APCO) is a co-regulatory not-for-profit organisation leading the development of a circular economy for packaging in Australia. APCO's vision is a packaging value chain that collaborates to keep packaging materials out of landfill and retains the maximum value of the materials, energy and labour within the local economy.

Each year, APCO Brand Owner Members are required to submit an APCO Annual Report and an APCO Action Plan. This document is the Annual Report and Action Plan output for the organisation listed above. This document provides the overall performance level of the organisation, as well as any commitments they have made to work towards on their packaging sustainability journey. This document may also include additional information provided by the Member in their report.

Overall Performance **Beyond Best Practice**

The chart below indicates the overall performance level of this organisation listed above in the 2024 APCO Annual Report. The organisation's reporting period was **January, 2023 - December, 2023**



Understanding APCO Annual Reporting performance levels:

- | | |
|--------------------------------|--|
| 1 Getting Started: | You are at the start of your packaging sustainability journey. |
| 2 Good Progress: | You have made some first steps on your packaging sustainability journey. |
| 3 Advanced: | You have taken tangible action on your packaging sustainability journey. |
| 4 Leading: | You have made significant progress on your packaging sustainability journey. |
| 5 Beyond Best Practice: | You have received the highest performance level and have made significant progress on your packaging sustainability journey. |

Contact

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Additional Information

The information below indicates additional information that the organisation included in their APCO Annual Report.

Describe initiatives, processes or practices that you have implemented during your chosen reporting period that have improved packaging sustainability

Litter Education campaign involving the removal of office bins, reduction of bin size, addition of recycle points and the education and engagement with the Flavour Creations team on how to correctly dispose to divert waste from landfill, reduce overall plastic consumption and bring awareness and conscious decision making to what the team is throwing in the bin.

Addition of ARLs to our inserts to educate and communicate correct way to dispose of our packaging with our consumers.

Implementation of the Environmental strategy which includes APCO action plan to specify and implement our goals for the year.

Describe any opportunities or constraints that affected performance within your chosen reporting period

Constraints included being unable to apply ARLs to 100% of primary packaging labels due to use of composite cans. Flavour Creations continue to engage with our supplier annually on this matter. The composite can legally apply the mobius loop indicating it is recyclable, although if we put this through PREP it would deem the item unrecyclable which will send it to landfill. Our supplier has letters from 3 major Australian steel recyclers stating that they have no issue with composite cans ending up in their bales as the board gets burnt off during the steel recovery process. Once APCO align with steel recyclers, we will have 100% of our primary packaging labels with ARL logo.

Global logistic challenges continue to put pressure on continual improvement of sustainability goals throughout 2023 reporting period.

Please use the space below to provide examples or case studies of exemplary packaging sustainability conducted by your organisation.

The launch of ProKick and the delivery of sustainable packaging solutions. ProKick is a protein beverage which was originally briefed to be packed in a plastic bottle. Flavour Creations is committed to delivering sustainable packaging solutions and implement the sustainable packaging guidelines in product development process. During product development, Flavour Creations has opted for a 70% recycled Aluminum Can (Primary packaging) which is packed in a 70% recycled multi-use box for both shipping and as a shelf display unit. To achieve this, Flavour Creations invested in the implementation of a new beverage canning line and product was launched in 2023.

APCO Action Plan Commitments

For each of the Packaging Sustainability Framework criteria listed below, a description is provided along with the commitments made by the organisation in their APCO Action Plan.

Criteria 1:

Governance & Strategy:

This criteria considers actions to integrate packaging sustainability into business strategies.

- Develop a strategy that includes goals (objectives) and targets for packaging sustainability that addresses the Sustainable Packaging Guidelines (SPGs) or equivalent.
- Include a commitment to achieving the 2025 National Packaging Targets in our strategy.
- Have our executive or board of directors review our strategy and have the strategy integrated within our business processes.
- Regularly communicate and promote packaging sustainability objectives and targets within our organisation.
- Regularly engage or communicate with our external stakeholders about the environmental impacts of our packaging.
- Actively participate in initiatives to promote packaging sustainability outside of our organisation.

Criteria 2:

Design & Procurement:

This criteria considers actions taken to ensure that sustainability principles are considered in the design or procurement of both new and existing packaging through use of the Sustainable Packaging Guidelines (SPGs).

- Review **100%** of our packaging against the Sustainable Packaging Guidelines (or equivalent).
- Improve the accuracy of our data regarding reviews of packaging using the Sustainable Packaging Guidelines (or equivalent).
- Incorporate the Sustainable Packaging Guidelines (or equivalent) into procurement processes.
- Consider the following Sustainable Packaging Principles in our packaging reviews:
 - Design for recovery
 - Optimise material efficiency
 - Design to reduce product waste
 - Eliminate hazardous materials
 - Use of renewable materials
 - Use recycled materials
 - Design to minimise litter
 - Design for transport efficiency
 - Design for accessibility
 - Provide consumer information on environmental sustainability
- **100%** of our packaging to be optimised for material efficiency.
- Improve the accuracy of our data regarding packaging material efficiency.

Criteria 3:

Recycled Content:

This criteria considers actions taken to increase or optimise the amount of recycled material used by your organisation.

- Develop a policy or procedure to buy products and/or packaging made from recycled materials.
- Use recycled content in:
 - Primary packaging that we use to sell our products
 - Secondary packaging that we use to sell our products
 - Tertiary packaging that we use to sell our products
 - Other items which we purchase (e.g. office stationary and suppliers etc.)
- 100% of our packaging to be made using some level of recycled material
- Improve the accuracy of our data regarding use of recycled materials.

Criteria 4:

Recoverability:

This criteria considers actions taken to improve the recovery of packaging at end-of-life and increase use of reusable packaging.

- 95% of our packaging to be designed to have all packaging components be recoverable at end-of-life.
- Improve the accuracy of our data regarding recoverability.
- Use PREP to assess the recyclability of our packaging through kerbside collection in Australia and/or New Zealand.
- Investigate opportunities to use reusable packaging.
- 1% of our packaging to have all packaging components that are reusable.
- Improve the accuracy of our data regarding reuse.
- Participate in a close-loop recovery program/alternative collection system.

Criteria 5:

Disposal Labelling:

This criteria considers the extent to which packaging has been labelled to help consumers determine what to do with packaging at end-of-life.

- 100% of our packaging to have on-pack labelling to inform correct disposal.
- Improve the accuracy of our data regarding labelling.

Criteria 6:

On-site Waste:

This criteria considers progress in increasing the amount of on-site solid waste being diverted from landfill.

- Have recycling programs for the following materials:
 - Paper/cardboard
 - Soft plastics
 - Rigid plastics
 - Timber

- Textiles
- Glass
- Metals
- - Ink cartridges
- Containers for Change
- Shredded paper
- Aim for 20% of our on-site waste to be diverted from landfill.
- Improve the accuracy of our data regarding on-site waste.

Criteria 7:

Problematic Materials:

This criteria considers the extent to which organisations are actively phasing out problematic and unnecessary single-use plastic packaging and preventing/reducing litter.

- Help reduce litter by:
 - Conducting regular clean ups
 - Delivering a litter education campaign
 - -GMP - Flavour Creations is a food manufacturing site and good manufacturing practices are required. This is inclusive of daily clean-ups and continual monitoring of site areas for cleanliness. Quality Assurance department conduct a monthly good manufacturing audit of all areas for process compliance.
 - Flavour Creations 2023 Litter education campaign - An initiative involving the removal of individual office bins, centralised waste and recycle bins as well as recycle points. Team talks were also conducted for education on litter and how this initiative drives reduction of waste from landfill.
 - Container Deposit Scheme (CDS) - Collection bags have been placed in kitchenettes and lunch rooms.
 - Shredded paper waste - Excess paper is shredded and reused as secondary packaging in Flavour Creations Cartons.