

# 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 2025 APCO Annual Report. The organisation's reporting period was **January, 2024 - December, 2024**.



### Understanding APCO Annual Reporting performance levels:

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

Flavour Creations is dedicated to continually implementing and improving sustainable packaging solutions and processes in all elements of operations. During 2023 - 2024 we conducted litter education campaigns which included implementing central recycling points across both sites, removing individual office bins and educating the team on correct disposal. This increased our diversion from landfill from 15% to 36% from January 2024 - December 2024.

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

100% Flavour Creations packaging is labelled with correct disposal instructions. We have a small percentage of packaging displaying the mobius loop. We would love to adopt the ARL logo on 100% of our packaging, yet choose the mobius loop on our composite can due to this type of packaging not accepted as recyclable by PREP. Major Australian steel manufacturers are happy to accept composite cans in their recycling streams, so in order to divert this packaging from landfill, we use the mobius loop. It would be great to see APCO and steel recyclers align and the ARL logo be updated display recyclable rather than the rubbish bin for this type of packaging.

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

Annually Flavour Creations assesses packaging to ensure optimisation of sustainable solutions. The recent launch of Liquid Instant Thick during the reporting period was assessed against the sustainable packaging guidelines in the new product development phase and the 2.75L bottle contains up to 100% recycled material and has fully recyclable components as a result.

The launch of ProKick drink is another exemplary example of where we have applied the 10 sustainable packaging guidelines in our new product development process. Key outcomes included changing packaging design from a plastic bottle to an aluminum can with 70% recycled material. This can is small in size to reduce packaging waste and the multi-use carton also contains 70% recycled material. The can and carton are 100% recyclable and display the ARL logo.

Over the past five years, 100% of our primary packaging has had label updates to include correct disposal instructions for consumer awareness and diversion of waste from landfill. As a result, 98.3% of Flavour Creations' packaging proudly displays the ARL logo, and 1.3% displays the mobius loop.

### 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 stationery and suppliers etc.)
- 98% 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.
- 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:
  - All materials have recycling programs
- Aim for 36% 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 and Site clean ups
  - Team training and toolbox talks
  - Reusable packaging materials deposit locations
  - Container for change