

STRATEGY: BARILLA SUSTAINABLE PACKAGING PRINCIPLES

1. Reduce the quantity of material in packaging
2. Utilize materials from responsibly managed forests
3. Utilize renewable sources, not in competition with food chain

REDUCE

4. Promote reuse models

REUSE

5. Utilize recyclable packaging and promote recycling technologies
6. Utilize recycled materials whenever it is safe

RECYCLE

7. Validate the choice of technical packaging solutions using LCA

STRATEGY: ROADMAP TO A MORE SUSTAINABLE FUTURE

2008

2020

MID TERM

LONG TERM

ZERO WASTE PACKAGING



>99%
DESIGNED FOR
RECYCLING PACKAGING

ZERO IMPACT PACKAGING



REPLACE
PLASTIC
WITH PAPER



100%
RENEWABLE OR
RECYCLED SOURCES

PROMOTE REUSE MODELS
PROMOTE RECYCLING

BARILLA'S PACKAGING MATERIAL DISTRIBUTION

