

## Iconic Aussie sauce pack gets an eco makeover

By DANIELLE LONG

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A small feat of Aussie innovation is getting a sustainable makeover as MasterFoods' Squeeze On Tomato Sauce packs trial a new fully recyclable paper-based packaging.

The single serve packs, which were created to allow a person to hold a pie in one hand and squeeze on tomato sauce with the other, will now contain 58 per cent less plastic and can be recycled through traditional kerbside recycling.

The move is part of Mars Australia's commitment to create a circular economy and follows the launch of paper-based packaging for Mars, Snickers and Milky Way chocolate bars last year.

Mars Food & Nutrition Australia general manager Bill Heague told The Growth Agenda, the move aimed to create a more sustainable option for the 240 million Squeeze On Tomato Sauce packs that are sold each year and will result in saving 190 tonnes of plastic a year.

"We started this process five years ago and we've invested \$3m already just to get to this point before we've actually sold a unit. But we really believe in the need for the problem to be solved.

"Mars is still a family owned business and we believe the world we want tomorrow is formed by how we do business today. The role business can play in solving some of the problems society is facing is very much baked into the way we do business. "

Mr Heague said the business was aligned with sustainable packaging targets both locally and globally, and was currently at 93 per cent circularity for its products.

Mars has launched packaging for its Schmackos, Strapz and Stix pet brands made from 60 per cent recyclable plastic.

“We’re hoping to see more of the category follow us, and legislation will drive in that direction. But with the amount of money and time we’ve invested, we do feel like we’ve genuinely got a head start on what is a very difficult problem to solve and we think that’s a competitive advantage.”

The new packaging is in trial through partnerships with stadiums, service stations and select retailers and was rolled out at Accor Stadium in Sydney for the Coldplay concerts.

The trial is supported by point-of-sale activity to educate consumers about the recyclable packaging in addition to special recyclable containers for disposal.

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## TRENDING



### **Visy billionaire Anthony Pratt moving to US after scoring green card**

The cardboard box making and recycling magnate has got his green card, more than 30 years after working at his family’s first US factory in Georgia.

By JOHN STENSHOLT

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### **Cummins’ concert jaunt a cold start to summer**

I admire what Pat Cummins does for Australian cricket. But while Australia was being picked apart by Pakistan in Perth, the main man was having a night on the town. The Australian cricket team needs to take a leaf out of the books of Cam Smith and Alex de Minaur.

By WILL SWANTON

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### **Public ‘not entitled to juicy court details’**

The chief justice of the Federal Court has declared ‘open justice is not open slather’ and the media is not automatically entitled to access the ‘juicy’ details of cases to satisfy public curiosity.

By ELLIE DUDLEY

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## With Trump back, US will scorn Australia's 'woke' strategies

Australians are understandably focusing on the dangerous implications of higher US tariffs. Just as serious is that Americans also voted for Donald Trump policies that reverse the 'woke' policies advocated by Kamala Harris.

By ROBERT GOTTLIEBSEN

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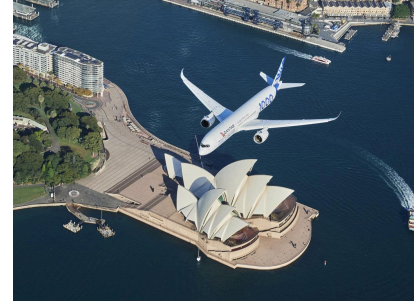


## Jamie Oliver's recipe for cultural disaster

I haven't read Jamie Oliver's controversial new kids book in its entirety, but that's OK. It seems like he hasn't either. The celebrity chef is now in the ignominious position of having to apologise for his ghostwriter.

By CAROLINE OVERINGTON

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## How older, richer passengers will make Qantas a winner

Older Australians are set to travel overseas more than ever, and the nation's biggest airline is muscling up to carry them.

By ANTHONY KEANE

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