



MEDIA RELEASE
Monday 23 August 2010

**Hungry Jack's introduces recycling trials around the country as
Keep Australia Beautiful Week kicks off**

Selected Hungry Jack's restaurants across Australia will begin a three month beverage container recycling trial this week, as Keep Australia Beautiful Week starts today.

With the support of Coca-Cola Amatil, 30 Hungry Jack's restaurants will participate in the trial and feature the specially designed Coca-Cola red and yellow recycling bins next to general rubbish bins to help divert empty beverage containers from the waste stream.

Over 11 billion beverage containers are consumed in Australia each year, with around 512,000 tonnes of these ending up in landfill. Whilst an average of 78% of the beverage containers used at home are being recovered for recycling, this drops significantly when people are out and about, with an average recovery rate of around 24%.

"Fortunately, many councils, venues and businesses are introducing innovative solutions to help divert recyclable packaging from the waste stream", says Keep Australia Beautiful spokeswoman, Lara Shannon.

"The Hungry Jack's trial is one of many public place recycling initiatives that provide customers with the convenient opportunity to recycle their beverage containers at the point of consumption. It's now up to the public to do their bit and start recycling empty drink bottles and cans, rather than throwing them in the rubbish bin", Shannon added.

Participating restaurants will support the trial with signage and staff wearing KAB caps made out of recycled PET bottles to highlight one of the many ways plastic bottles can be reused. Trayliners in all Hungry Jack's restaurants nationally will promote the Keep Australia Beautiful message, whilst a Keep Australia Beautiful 'Bag it & Bin it' message has been introduced on Hungry Jack's packaging to help remind customers to dispose of their rubbish responsibly.

The beverage container recycling trial follows a food waste and co-mingled recycling trial held in the Hungry Jack's Fulham restaurant in South Australia last year during KAB Week. With contamination of the recyclable waste stream being one of the challenges for public place recycling initiatives, both trials will help Hungry Jack's assess the long term feasibility of rolling out further recycling initiatives.

Hungry Jack's CEO, Tim Tighe, said: "Hungry Jack's is proud to support the work of Keep Australia Beautiful and has been doing so for many years now. Through our work with KAB, we have introduced a range of initiatives to reduce food and other waste ending up in landfill, whilst our 'Bag it and Bin it' program is designed to remind our customers of the need to be thoughtful with how they dispose of their food and packaging waste.

"We hope by encouraging our customers to do the right thing with their rubbish we can help to reduce litter on our streets and waste unnecessarily ending up in landfill", Tighe added.

For further information about the Keep Australia Beautiful campaign visit www.kab.org.au.

Media Contacts:

- Lara Shannon, Keep Australia Beautiful on T: 0415 076 015 or E: laras@kab.org.au
- Tim Tighe, CEO Hungry Jack's on 02 9356 0900 or timt@hungryjacks.com.au