

Media Release

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The first recycled and recyclable bread tag launched in Australia, by Tip Top

- *Tip Top is the first in Australia to move to 100 per cent recyclable bread tags made from 100 per cent recycled cardboard*
 - *Launching in South Australia, the cardboard bread tags will be rolled out across Australia soon*
- *By 2025, all Tip Top's packaging will be 100 per cent recyclable, reusable or compostable to help close-the-loop*

In an Australian first, Tip Top today announces a move to more sustainable packaging, introducing 100 per cent recycled and recyclable cardboard bread tags.

Launching on South Australian shelves, the initiative will remove 11 million plastic bread tags from local waste streams by the end of 2021 and will eventually eliminate over 400 million plastic tags per year as they roll out nationally.

The transition to recyclable bread tags is the first of a series of packaging innovations under the Company's new vision, "*Feeding Aussie families more sustainably*".

Graeme Cutler, Sales Director and Corporate Social Responsibility Spokesperson at Tip Top, Tip Top ANZ said, "Our goal is that by 2025, all Tip Top packaging will be 100 per cent recyclable, reusable or compostable to help close the loop.

"Developed and produced through rigorous testing, the new sustainable bread tags promise no compromise on freshness and taste. Customers can expect to be provided with the same Tip Top quality that millions of Australians enjoy freshly baked every day and have trusted since 1958," said Mr Cutler.

Tip Top encourages consumers to recycle their cardboard bread tags in kerbside recycling bins by tucking the tag inside other paper or cardboard products, giving them the best chance of being upcycled into a new product.

About Tip Top

Tip Top has been proudly baking for Australian families for over 60 years and launched the first national bread brand in Australia. Tip Top's pre-sliced, wrapped bread revolutionised the baking category in Australia in the 1950s.

Over the years, the range of breads and baked goods from Tip Top has expanded to cater for the developing needs of Australian families. Tip Top is part of George Weston Foods (GWF Group) which includes brands such as Tip Top®, Bürgen® and Abbott's Village Bakery®.

Tip Top employs more than 4,000 people and produces over 1 million loaves of bread every day and delivers its products to more than 18,000 locations.