

## Canadian SodaStream users can take credit for reducing waste



(November 18, 2014, Toronto, ON) Many Canadians currently use SodaStream's sparkling water makers to create sparkling water and flavoured sparkling water beverages. In the last 12 months, Canadian SodaStream users have avoided the environmental impacts associated with the consumption and transportation of hundreds of thousands of plastic and glass bottles.

"Because SodaStream uses water straight from the tap, the system makes traditional store-bought bottled beverages unnecessary," observed Susie Macrae, SodaStream Canada's Director of Marketing. "That means reduced environmental impacts, less plastic manufactured, less plastic waste and less fuel used in the transport of heavy bottled beverages."

An analysis conducted on SodaStream products calculated that using a SodaStream sparkling water maker to create carbonated beverages has a carbon footprint 65 to 80 per cent lower than equivalent drinks sold in glass or plastic bottles, according to an independent, third-party.

Every year, Canadians on average consume over 65 litres of bottled water and over 100 litres of carbonated soft drinks. Over one-third of these containers are not recycled, ending up in landfills or as litter in parks, ditches and lakes. Plastic and glass water bottles require waste processing or they will become litter. Throughout the entire manufacturing process, and the transportation and distribution phase, plastic and glass bottles contribute to carbon emissions.

SodaStream's "Active Green" approach to making sparkling water or flavoured sparkling water, reduces one's carbon footprint every time a beverage is made.

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For more information or to schedule interviews, contact Greg Kourtoff: (416) 972-7404 or [gkourtoff@ecostrategy.ca](mailto:gkourtoff@ecostrategy.ca).

*SodaStream is the world's leading manufacturer and distributor of home beverage carbonation systems which enable consumers to easily transform ordinary tap water instantly into sparkling water and flavoured sparkling water drinks. Home Carbonation Systems offer a highly differentiated and innovative solution to consumers of bottled and canned carbonated soft drinks and sparkling water. Our products are environmentally friendly, cost effective, promote health and wellness, and are customizable and fun to use. In addition, our products offer convenience by eliminating the need to carry bottles home from the supermarket, to store bottles at home or to regularly dispose of empty bottles. Our products are available at more than 65,000 retail stores in 45 countries around the world. For more information, visit <http://www.sodastream.ca>.*