

MEDIA RELEASE

Coca-Cola Peninsula Beverages awarded with five-star Water Rating Certification

IMMEDIATE PUBLICATION / BROADCAST

20 November 2019

On 19 November 2019, the City of Cape Town recognised the water-saving initiatives of 23 organisations in Cape Town through their Water Star Rating assessments. Coca-Cola Peninsula Beverages (CCPB), the local bottler and distributor of The Coca-Cola Company products in the Western and Northern Cape, was one of three companies awarded with a five-star rating for their water management practices.

“CCPB is honoured by this recognition and five-star rating. We continue to find innovative solutions to conserve water and limit water pollution in our water-scarce region,” says Johan Breytenbach, CCPB’s Safety Health Environment and Quality Manager.

The organisation is currently involved in several water-related initiatives in the Cape Town area, including the successful pilot project for The Greater Cape Town Water Fund, led by The Nature Conservancy in Africa and completed in 2018.

“The Greater Cape Town Water Fund project serves to protect the region’s water supplies, creating jobs, replenishing the Atlantis aquifer with 10 million litres of water and clearing invasive plant life from the aquifer’s primary recharge zone by December 2019. As a result, more than 66 000 people in this region now have access to clean, drinking water,” explains Breytenbach.

“We encourage all businesses to assess their water management practices and invest in sustainable processes. Besides the cost saving, we benefit from improved customer confidence in our product and the values we uphold as a business,” Breytenbach concludes.

As part of the Water Star Rating assessments, participants can receive up to five stars depending on their compliance in terms of water-related by-laws, integrated water management and minimising pollution. This initiative by the City of Cape Town aims to encourage organisations to improve efforts with regards to how water is used in operations; adopting measures to reduce potable water demand; how much effluent is discharged into the system and the quality of this effluent.

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For more information about Coca-Cola Peninsula Beverages (CCPB), visit <http://www.peninsulabeverage.co.za/> or contact 021 936 5500.

Note to editor: Coca-Cola Peninsula Beverages (CCPB) is the local bottler and distributor of the products of the Coca-Cola Company in the Western and Northern Cape. Products and brands include Coca-Cola, Sprite, Fanta, Stoney, Appletiser, Powerade, Bonaqua, Glaceau, PowerPlay and Monster amongst others. CCPB has been operational for 79 years, having first opened for business in 1940. Their state of the art bottling facility is based in Parow Industria, with distribution centres in Athlone, Worcester and Koelbly. For more information visit www.peninsulabeverage.co.za.