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Upfield launches plastic-free, recyclable tub for plant butters and spreads

For Upfield, the introduction of the plastic-free paper tub is a critical step towards meeting its ambition to reduce plastic across its portfolio by 80% by 2030

By **Shraddha Warde** | January 9, 2024



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Upfield, a global leader in plant-based foods, announces the world's first plastic-free, recyclable tub for its plant butter and spreads.

Following four years of innovation, in collaboration with Footprint, MCC and Pagès Group, this introduction marks the beginning of Upfield's transition to a paper solution across its portfolio, delivering on the company's ambition to reduce plastic content by 80 per cent by 2030.

Initially launched in Austria with Flora Plant towards the end of 2023, Upfield expects further scaling of its paper solution, aiming to replace up to two billion plastic tubs by 2030, avoiding more than 25,000 tons of plastic waste per year.

The pioneering paper tubs were developed with Upfield’s leading Research and development team utilising Footprint's material sciences technology. They are made from compressed wet paper fibres and are waterproof, oil-proof, and recyclable in local paper waste streams. The tub has received Conventional Plastic Free Certification and uses paper from a PEFC-certified supplier. Upfield expects the packaging to achieve home compostability certification by 2025.

Read online: https://nuffoodsspectrum.in/news/34/20624/upfield-launches-plastic-free-recyclable-tub-for-plant-butters-and-spreads.html

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