

## SABMiller

SABMiller engaged with JRC to provide technical support and analysis to the Global R&D Team on specific aspects of Sustainability & Recycling. The JRC activity and subsequent reports have been presented and used throughout the business to build informed choice on material usage / development.

### Research on global PET market for SABMiller - enabling a detailed understanding across 60 markets

#### Business Challenge

Client brews, packs and distributes a range of leading Brand beers on a global basis. Brands cover all categories - Premium / Mainline / Economy. PET material is used in all these sectors, but the specification and technology used is not consistent across the business. The client needed detailed analysis on PET Sustainability and Recycling by region / country to aid current and future decisions on PET usage and the technology deployed across their portfolio of products. The client is now undertaking significant activity that will provide clarity in considering PET performance and related choices. Provide an overview to 'The Global Landscape of PET Recycling for the client'.

#### How JRC Helped

From our experience of analysing recycling data for packaging materials across global markets we know that the quality and consistency of data can be variable. Recycling infrastructure varies considerably, particularly when comparison is made between developed and emerging markets. Our approach was therefore to develop a consistent, multi-input approach that can be repeated / updated as new data comes on line. This allows the client to use the data available now but also to update the data, using a consistent methodology, on a regular basis.

#### Value Delivered

JRC delivered a detailed profile of predefined recycling metrics, for a number of countries where the client brews/distributes beer. Our work covered 60 countries. The detail gathered had to be presented in a consistent format with the ability of being replicated country to country. This enabled relevant comparison market to market.

#### About Project

Thanks to this outfit, beer drinkers everywhere can enjoy Miller Time. SABMiller is one of the world's largest brewers, offering 200 brands and operating 100 breweries across the globe. Its brands include Castle Lager, the top beer in Africa, Grolsch, Miller, and Peroni, just to name a few. In Latin and South America it owns Bavaria and Cervecería Nacional, and in the US the company owns 58% of MillerCoors, a joint venture with Molson Coors.

#### About James Ross Consulting

James Ross Consulting is a mid sized global manufacturing consulting, technical support and analytical services company, with offices established in the UK, USA and Australia. Their three competence groups, Cost Optimization, Technical Support and Analytical Services, develop a full spectrum of services and solutions that address business opportunities and challenges common across industries. See also [www.jrconsulting.com](http://www.jrconsulting.com).