

W - Water Reduction

The non-alcoholic beverages industry constantly seeks to reduce the amount of water it uses in the production of its products. The amount of water used to produce a beverage is known as the 'water ratio', and is one of the industry's main environmental Key Performance Indicators.

On average the bottling of non-alcoholic beverages uses a little over two litres of water per litre of finished product. This ratio has been significantly reduced by the major companies since 2004 and bottling sites continue to implement measures for further reduction including developing new equipment and processes with suppliers. The ratio will vary depending on the type of beverage, the size and type of packaging and the efficiency of the production facility. In Europe the ratio typically ranges from as little as 1.2 litres for every litre produced to 2.8 liters.

The APBNB conducted a special survey among its members on the quantities of water used (water abstraction through main water supply or by its own water source) for the years 2012, 2013, 2014 and 2007 and the percentage of water used for the production of one product only. The results show that small, medium and large companies in the sector operate at a systematic reduction of the water used and this is a sustainable trend. Comparing the period 2007-2014, company performance ranges to 46% reduction of water per 1 liter of product. **Our members' average rate of reduction is in the range 18-28%**. This means that **our members have an equal average rate like Europeans and some of them even better, with a range of 1,5 -2 liters of water** being used for 1 liter of drink in the different product categories.