

Media Alert

**Issue Date: 12th October 2023**

For Immediate Release

**Berry Launches Range of Premium Quality Reusable Cups**

Berry Global has introduced a new range of upmarket [reusable plastic cups](https://www.berryglobal.com/en/product/drinking-cups?pc=6eaee2b9-0172-4eda-8975-e94d711452d4%7C278ba734-4050-42e1-9cd3-91ef1bffdbb8&11843573=PP&13496599=B%20Circular%7CReuse/refill) for the foodservice industry, to meet increasing demand for alternative solutions to single-use packaging. Available in a variety of sizes for hot and cold beverages, including soups, and ideal for both on-site and takeaway requirements, the Berry Cup Range combines reusability with a premium quality feel and high-impact branding opportunities.

The new drinking cups are exceptionally durable and have a reusable feel. All are dishwasher safe and have an inside stacking rim and ribs for with smooth curves for improved cleaning. This also ensures that they retain their premium quality feel even after they have been used several times. The stackable design means they occupy minimal space.

Despite their durability, the cups are lightweight and can be recycled when they finally reach their end of life, as they are made from high-quality polypropylene (PP) which is safe for food contact and easy to recycle.

In addition, the Berry Cup Range has been designed to offer brands full customisation opportunities to further elevate the customer experience.

“We aimed to create a range of plastic cups that is not only reusable but also serve as a canvas for customised expressions for individual businesses,” explained Emma Gundersen, Product Designer at Berry Superfos. “The unique rib structure makes the cups visually appealing and adds a touch of elegance. On top of that, customers can create their own unique look for their brands by playing with the In-Mould Labelling (IML) space and having logos and messages printed on the cup.”

Equally important, the [reusable cups](https://www.berryglobal.com/en/sustainability/supporting-customer-goals/refill-reuse) can incorporate an RFID chip or QR code to provide additional customer engagement. The RFID chip offers the ability to set up a streamlined automatic return deposit system and refill options. It also ensures efficient cup maintenance through wash cycle tracking and inventory management.

“The Berry Cup Range is an example of how we help our customers to reduce waste and to minimise their environmental footprint and use of virgin materials,” said Josef Björck, Vice President of Berry CPI Food Service.

“Our focus as a packaging supplier is to optimise the design process with sustainability in mind, incorporating elements such as reusability and [recyclability](https://www.berryglobal.com/en/sustainability/supporting-customer-goals/improved-recyclability) whilst still offering our customers the opportunity to make their brand stand out with high-quality packaging solutions.”

The Berry Cup range is available in 250 ml and 500 ml sizes for hot drinks and soups and 250 ml, 400ml and 500ml sizes for cold drinks.

The hot cups feature heat insulated material while the ribs ensure additional heat insulation as well as a secure grip.

Learn more about on Berry’s [reusable food service packaging](https://www.berryglobal.com/en/markets/foodservice).

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**About Berry**

At Berry Global Group, Inc. (NYSE: BERY), we create innovative packaging and engineered products that we believe make life better for people and the planet. We do this every day by leveraging our unmatched global capabilities, sustainability leadership, and deep innovation expertise to serve customers of all sizes around the world. Harnessing the strength in our diversity and industry-leading talent of 46,000 global employees across more than 265 locations, we partner with customers to develop, design, and manufacture innovative products with an eye toward the circular economy. The challenges we solve and the innovations we pioneer benefit our customers at every stage of their journey. For more information, visit our [website](http://www.berryglobal.com), or connect with us on [LinkedIn](https://www.linkedin.com/company/berryglobal) or [Twitter](https://twitter.com/BerryGlobalInc).

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