



Century Pacific Food, Shakey's Pizza - now 'plastic-neutral'

Two companies under the Century Pacific Group (CPG) are now officially "plastic-neutral", fulfilling a goal set in 2019 to help manage its post-consumer waste.

Both Century Pacific Food (CNPFF) and Shakey's Pizza Asia Ventures (PIZZA) have marked their first year of being "100 percent plastic-neutral" last January 2020, following a push in 2019 to be "plastic-neutral" by 2020.

CNPFF, one of the Philippines' leading food companies, is the company behind household names Century Tuna, Argentina, 555, and Birch Tree.

Shakey's Pizza is the Philippine leader in the pizza and full-service restaurant categories.

Both are among the country's top consumer companies working to minimize their environmental footprint.

Being "plastic-neutral" means a company is able to recover the amount of plastic equal to what it uses and converts it into energy.

In 2019, both CNPFF and PIZZA, alongside Republic Cement, agreed to co-process post-consumer plastic waste, converting these to energy as an alternative fuel in producing cement, replacing coal.

"Consumer companies face significant cost and performance challenges in finding more sustainable alternatives to plastic. While co-processing is not the perfect solution, it can mitigate the environmental impact of plastic usage," said CPG president Christopher Po.

Co-processing uses heat to destroy and recover any thermal or mineral properties of waste materials, so that these can be used in cement processing in a single, combined operation.

At a high temperature of 1,450°C, co-processed waste leaves zero residue.

Republic Cement is licensed by the Department of Environment and Natural Resources to use and dispose of qualified waste streams through cement kiln co-processing

The partnership with Republic Cement was meant to “balance out our environmental effects”, said Po.

He added, “Our brands represent quality, value-for-money products. We hope that they will eventually stand for responsible consumption as well.”

“With more Filipino companies embracing the plastic-neutrality concept, we are confident that we are making strides for a greener, stronger Republic. Ultimately, this is about preserving the environment for Filipinos for generations to come,” said Republic Cement president Nabil Francis.

About CNPF

Century Pacific Food, Inc. (PSE: CNPF) is one of the Philippines' largest branded food and beverage companies. It is primarily engaged in the manufacturing, marketing, and distribution of processed marine, meat, milk, and coconut products. With an established track record in brand-building spanning more than 40 years, it has developed a roster of household names which include Century Tuna, Argentina, 555, Angel, and Birch Tree. These brands of the Company hold market leading positions locally and are growing their presence abroad. Further, the Company also operates as one of the Philippines' leading providers of private label tuna and coconut products for export overseas.

About PIZZA:

Shakey's (PSE: PIZZA) has been creating over 40 years of great times and great memories. Shakey's is one of the leading operators of Fast Casual Restaurants in the Philippines, focused on family casual dining. It maintains market leadership in both the chained pizza full-service and chained full-service restaurant categories. Shakey's believes its superior value arises from its differentiated menu offerings, high-quality products, and a mission to consistently provide great times and great memories to every Shakey's guest.