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## **ENVIRONMENT SCORES BIG WIN WITH ZERO-WASTE<sup>i</sup>** **LEGACY PROJECT AT SUPER BOWL LII**

### ***NFL, PepsiCo and U.S. Bank Stadium Partners including Aramark, SMG and Minnesota Sports Facilities Authority Hit Ambitious Waste Diversion Target***

The NFL, in partnership with PepsiCo, Aramark, U.S. Bank Stadium, SMG and the Minnesota Sports Facilities Authority, scored a zero-waste legacy project at Super Bowl LII, with **91 percent<sup>ii</sup> of all trash generated on gameday from 67,612 fans responsibly recovered through composting, recycling and reuse**. The landmark project marks the highest diversion rate achieved at U.S. Bank Stadium and at any previous Super Bowl, and aims to serve as the benchmark for future large-scale events.

The results are in following the big game: nearly 63 tons of the 69 tons of gameday waste were recovered through recycling or donation for reuse (62 percent) and composting (29 percent). Recovering waste through composting and recycling reduces waste disposal costs and provides several environmental benefits including reduction of landfill use and reduction of the greenhouse gas generated by the landfill process, gasses which contribute significantly to global warming.

“The zero-waste legacy project is a testament to teamwork, with multiple partners coming together to achieve an ambitious environmental goal,” said Director of the NFL’s Environmental Program **JACK GROH**. “The NFL is proud that this program was not only successful at Super Bowl LII, but will also serve as a permanent installation at the stadium and leave a lasting impact on the community.”

U.S. Bank Stadium partners, including the Minnesota Sports Facilities Authority, stadium operator SMG, and Aramark, kicked off the effort to achieve a zero-waste operation in 2017, and were joined by the NFL and PepsiCo in the lead-up to Super Bowl LII.

“SMG is always striving to raise industry standards through our operation at U.S. Bank Stadium and our commitment to sustainability is no different. In our first season, we produced a waste diversion rate of 20 percent. Over the course of our second season our team increased that diversion rate to 91 percent,” says **PATRICK TALTY**, SMG General Manager at U.S. Bank Stadium. “Developing a successful and long-term zero-waste program has always been our goal. The diversion improvement we have seen to date is rare in the world of facility management and is a testament to the dedication of all of our stadium partners.”

“U.S. Bank Stadium’s journey to the zero-waste threshold has been demanding, and we couldn’t have gotten here without the commitment of our stadium partners,” said **MICHAEL VEKICH**, chair of the Minnesota Sports Facilities Authority, owner of U.S. Bank Stadium. “We look forward to sharing our experiences with other facilities who are interested in this important sustainability program.”

Ahead of gameday, PepsiCo launched the *Rush2Recycle* campaign to show fans how to make recycling fun and easy in the stadium and at in-home Super Bowl parties across the country. Fans attending the Super Bowl were greeted by a team of uniformed zero-waste ambassadors who helped identify the correct bins for recycling, composting and waste-to-energy. Super Bowl XL MVP and Pittsburgh Steelers Legend **HINES WARD** helped lucky fans recycle with his own end zone dance, the *Rush2Recycle* Shuffle, available at [www.Rush2Recycle.com](http://www.Rush2Recycle.com), along with tips and resources.

“To tackle waste and boost recycling rates, each of us needs to do our part,” said **ROBERTA BARBIERI**, PepsiCo’s vice president global environmental sustainability. “While we’re working to make PepsiCo’s packaging increasingly sustainable and investing in recycling programs in communities around the world, we also want to find new ways to make it fun and simple for consumers to participate—like Rush2Recycle.”

Critical to hitting the initiative’s goals was removing items from stadium inventory that could not be either recycled or composted. Aramark, the food and beverage partner for U.S. Bank Stadium, replaced nearly its entire inventory of food vessels, service products and utensils handed to fans with compostable alternatives.

“The successful implementation and results of this historic waste reduction project reflect the partners’ collective commitment to delivering innovative sustainable solutions that will endure beyond Super Bowl LII,” said **CARL MITTLEMAN**, President of Aramark’s Sports and Entertainment division. “Aramark is incredibly proud to have contributed to this milestone and we look forward to utilizing our insights from this effort to further reduce the environmental impact of our operations at U.S. Bank Stadium and across all the venues we serve.”

Other pre-game steps were essential to achieving the zero-waste goal. U.S. Bank Stadium, home of the Minnesota Vikings, working with Recycle Across America, designed all illustrated signs for the stadium’s new three-bin waste stations to show fans exactly how to sort items. Recycling and compost bins were made larger and more accessible, while trash bins were made much smaller, encouraging fans to make the right choices for disposing items. In addition, a comprehensive LEED-certification level waste audit was performed in October 2017 to identify specific materials for recovery in the stadium waste stream. A “zero-waste trial run” was performed at a December 2017 Minnesota Vikings home game to encourage fans to properly dispose of waste and to refine gameday practices for Super Bowl LII.

Post-game steps to achieve the 91% resource recovery rate at Super Bowl LII were led by SMG and the NFL. The SMG team sorted all fan-generated waste into the correct waste compactors. The waste hauling partners then collected and provided weight-tickets at each destination including the recycling facility, the composting facility and the waste-to-energy facility. This data was reviewed by SMG and combined with the reuse and donation data collected by the NFL from their community partners. When the recycling, composting and donation/reuse data is combined, the total resource recovery rate for gameday waste is 91%.

For more than 25 years, the NFL has been the leader in sports event sustainability; creating the first significant stadium solid waste recycling project in America at Super Bowl XXVIII in Atlanta in 1994. The NFL and the Minnesota Super Bowl LII Host Committee developed a series of initiatives to reduce the environmental impact of Super Bowl LII activities and leave a “green” legacy throughout the area. Through the NFL Environmental Program, leftover décor and construction materials from Super Bowl was donated to local organizations for reuse and repurposing. More than 150 thousand pounds of unserved, prepared food and beverages from Super Bowl events was distributed to local shelters and community kitchens. U.S. Bank Stadium, the site of Super Bowl LII, and several other major NFL Super Bowl event venues were powered using “green energy” to reduce the climate impact of Super Bowl events. A Super Bowl E-waste event held in October 2017, diverted 42,081 pounds of E-waste from the landfill for responsible recycling. The NFL’s Super Bowl urban forestry program planted more than 12,000 trees, 4,000 native plants and 8 pollinator gardens in Minnesota. On Thursday, Jan. 18, more than 100 local schools and YMCAs joined in a community initiative called Super Kids-Super Sharing which put 46,000 donated items (books, sports equipment and school supplies) into the hands of local children in need.

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**About the NFL Environmental Program:** As a leader in the community, the NFL is a responsible steward of the environment in all business areas, using resources efficiently and minimizing waste. The NFL Environmental Program focuses on greening NFL tentpole events and facilities and provides resources for NFL clubs to help them operate their business in sustainable, eco-friendly ways. The NFL was the first professional sports organization to take on full programming for environmental impact at large-scale sporting events such as Super Bowl.

**About PepsiCo:** PepsiCo products are enjoyed by consumers more than one billion times a day in more than 200 countries and territories around the world. PepsiCo generated approximately \$63.5 billion in net revenue in 2017, driven by a complementary food and beverage portfolio that includes Frito-Lay, Gatorade, Pepsi-Cola, Quaker and Tropicana. PepsiCo’s product portfolio includes a wide range of enjoyable foods and beverages, including 22 brands that generate

more than \$1 billion each in estimated annual retail sales. At the heart of PepsiCo is Performance with Purpose – our fundamental belief that the success of our company is inextricably linked to the sustainability of the world around us. We believe that continuously improving the products we sell, operating responsibly to protect our planet and empowering people around the world is what enable PepsiCo to run a successful global company that creates long-term value for society and our shareholders. For more information, visit [www.pepsico.com](http://www.pepsico.com).

**About U.S. Bank Stadium:** U.S. Bank Stadium, owned by the Minnesota Sports Facilities Authority, is a multi-purpose stadium and home to the Minnesota Vikings. The 66,400+ seat stadium is located in the heart of Minneapolis, Minnesota. This state-of-the-art facility hosts prominent national and international programming including the Minnesota Vikings, concerts, family shows, college and high school sporting events, conventions, trade/consumer shows, and corporate or private meetings and other community events. U.S. Bank Stadium opened on July 22, 2016 and has been chosen as the site of the Summer X Games (2017 and 2018), Super Bowl LII (2018) and the NCAA Men's Final Four (2019).

U.S. Bank Stadium is an SMG managed facility. M Hospitality, a division of Aramark, is the official food and beverage provider for U.S. Bank Stadium. For More Information: [www.usbankstadium.com](http://www.usbankstadium.com).

**About Aramark:** Aramark (NYSE: ARMK) proudly serves Fortune 500 companies, world champion sports teams, state-of-the-art healthcare providers, the world's leading educational institutions, iconic destinations and cultural attractions, and numerous municipalities in 19 countries around the world. Our 270,000 team members deliver experiences that enrich and nourish millions of lives every day through innovative services in food, facilities management and uniforms. We operate our business with social responsibility, focusing on initiatives that support our diverse workforce, advance consumer health and wellness, protect our environment, and strengthen our communities. Aramark is recognized as one of the World's Most Admired Companies by FORTUNE, as well as an employer of choice by the Human Rights Campaign and Diversity Inc. Learn more at [www.aramark.com](http://www.aramark.com) or connect with us on Facebook and Twitter.

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<sup>i</sup> "Zero waste" refers to the productive reuse, recycling or composting of at least 90% of all gameday solid, non-hazardous waste, a commonly recognized zero-waste certification rate.

<sup>ii</sup> All gameday waste recovery calculations have been provided by NFL & SMG following review of weight tickets from waste hauling scales.