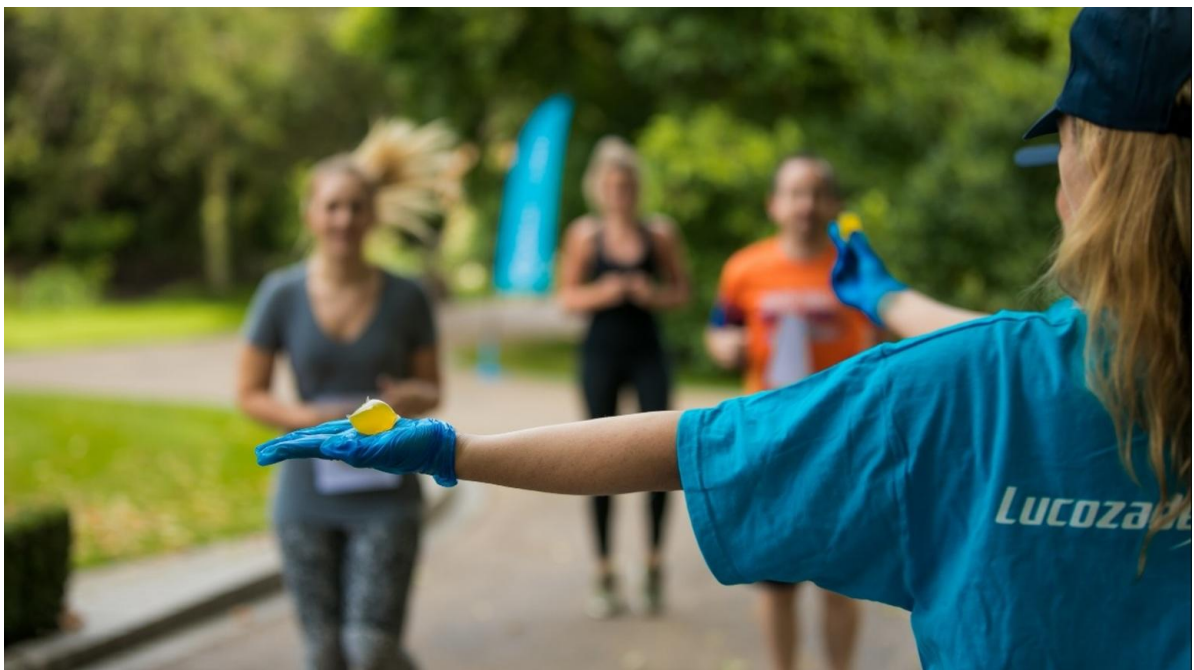


Subbing in seaweed

Sports drink brand trials replacing plastic packaging with edible drink sachets

September 4, 2018



British sports drink brand **Lucozade**, which is owned by beverage giant Lucozade Ribena Suntory, is moving away from plastic.

Instead of distributing its Lucozade drinks and gels in plastic, the brand is trialling an edible packaging alternative to reduce waste.



At two upcoming sports events, the Richmond Marathon and West Sussex Tough Mudder, which Lucozade sponsors, participants will be given Lucozade Sport-filled **Oohos**. The Oohos (featured on Contagious I/O back in 2015) are seaweed-based and have been developed by startup **Skipping Rocks Lab**.

Contagious magazine subscribers can read a full profile of the startup in *Contagious* 50, or [here](#).



They can be eaten or discarded like their plastic counterparts. Unlike plastic, however, these sachets are compostable and will take six weeks to decompose

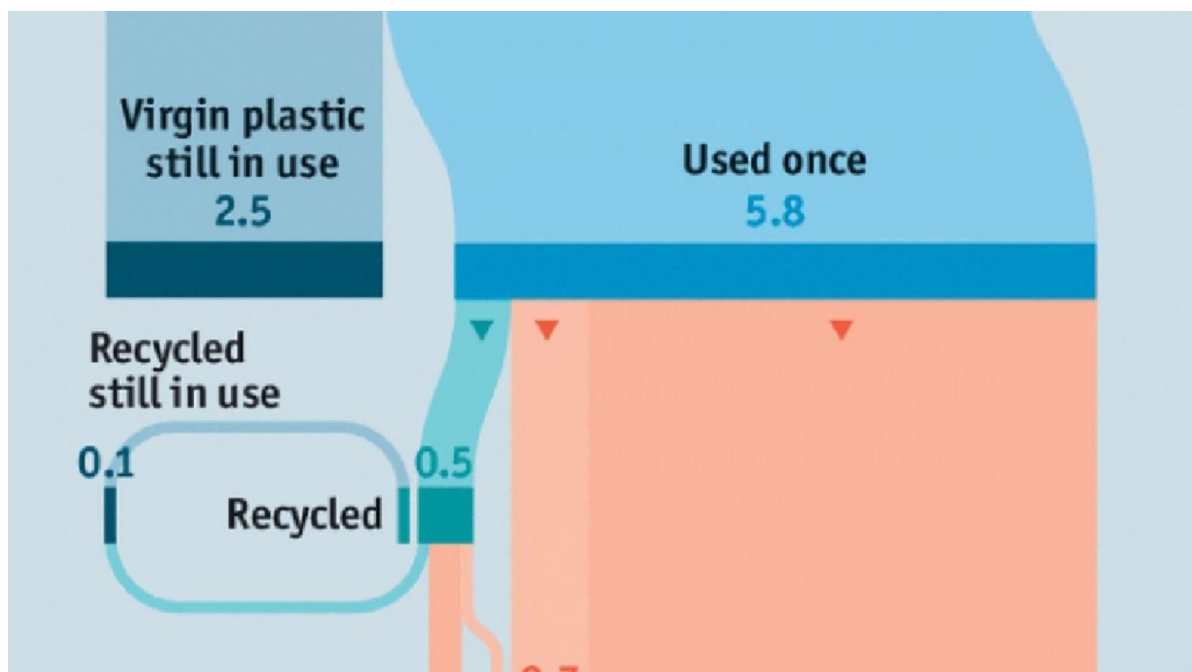
(plastic takes 700 years).

INSIGHT /

Sustainable thinking / A 2018 survey by market research company Kantar TNS found that 63% of Britons are concerned about reducing the amount of plastic packaging they buy. And for good reason. According to the Economist, of the 6.3 billion tonnes of plastic waste produced since the 1950s, only 9% has been recycled and another 12% incinerated. The rest, a strong 79%, has been dumped in landfills or, even worse, the natural environment.

Marathons are infamous for the piles of plastic waste left by runners. In 2016, 40,000 plastic bottles were left behind after the London Marathon. At the Brighton half-marathon, in 2018, residents of the British seaside town complained specifically about empty Lucozade bottles (the brand sponsored the event) strewn across the streets and floating in the sea. The Telegraph ran a piece after the event titled: ‘Runners should be fined or disqualified for dropping litter, campaigners say after Brighton left covered in plastic bottles after half marathon.’

As a sponsor of these sporting events, Lucozade is a key contributor to the plastic litter problem. So, by getting involved in finding packaging alternatives, Lucozade is not only winning favour with consumers, it’s also getting ahead of any bad press.



Skipping Rocks Lab / We featured Skipping Rocks Lab in Contagious magazine in 2017. When we spoke to co-founder, and former L'Oréal packaging engineer, Pierre-Yves Paslier, he explained that marathons and other events were key opportunities for the startup. 'The entry point for us is outdoor events such as marathons and festivals,' he said, 'where there's a lot of liquid consumption.'

Paslier also explained how the company runs. 'We have the materials to make these alternative packaging solutions and we provide clients with both the manufacturing technology and a continuous stream of materials,' he said.

Ooho is also cheaper than plastic, which helps motivate companies to switch. 'There are many people who have invested a lot of money to package their products the way they do, so they have a vested interest in sticking to their solution,' says Paslier. 'But at scale, our material and technology is actually cheaper than plastic. So brands have a reason to choose us even if they don't care about sustainability.'

The startup has also recently partnered with Just Eat, a food delivery service, to trial using its Ooho pods to transport condiments like ketchup and mayonnaise.