

# MARS WRIGLEY AND TESCO

## *Trial Display Made with Cocoa Bean Shells*

The new material, dubbed 'Bean Board', is made from 70% recycled paper and 30% waste cocoa bean shells. The displays have been developed in conjunction with sustainability innovation partners Medoola, ECOR and strategic display production partner DS Smith. When compared to an equivalent corrugated board display, typically used across the retail industry, this new design requires 93% less land to be used\*— with no virgin tree fibres being used in the manufacture of the new material.

Speaking about the innovation, Adam Grant, general manager, Mars Wrigley UK, said: "At Mars Wrigley we're on a mission to future proof the growing confectionery category. While we've typically been focused on sustainable innovation from bean to the bar, we're now looking further to explore new routes beyond our direct supply chain.



"The new 'Bean Board' material is a prime example of how FMCG manufacturers can look beyond their production line to help create the world we want tomorrow and we're looking forward to seeing how the trial goes so the wider industry can also benefit from using the new material."

\*End to end Life Cycle Assessment