

Title: Global Packaging Design Principles**GUIDELINES OVERVIEW & PURPOSE:**

- Guidelines Owner: Global Sustainability
- Approver: Global Chief Procurement & Supply Chain Officer

Kraft Heinz is committed to advancing sustainable packaging solutions that support our environmental goals and align with evolving global standards and legislation. These Global Packaging Design Principles (these “Principles”) guide our suppliers and partners in creating packaging that is recyclable, reusable, or compostable, while supporting our commitments to Net Zero, reducing the use of virgin plastics, and meeting legislative compliance requirements.

OUR COMMITMENT

We require all packaging to be designed in accordance with regional recyclability or compostability standards, such as those set by the Association of Plastic Recyclers (APR) and RecyClass. For flexible film packaging, we follow the guidelines from Designed for the Future of Recycling (DFR), including those from CEFLEX and APR. Whenever new plastic packaging is introduced, we prioritize the use of recycled content and recyclable resins.

RESPONSIBLE MATERIAL CHOICES

To ensure our packaging is compatible with recycling systems and minimizes negative environmental impacts, we restrict the use of the following materials and additives:

- Detrimental colors, opacity, or non-recyclable additives in PET (polyethylene terephthalate)
- PVC (polyvinyl chloride) and PVdC (polyvinylidene chloride)
- Polystyrene
- Black plastic and carbon black (unless it is NIR—near-infrared—readable)
- Silicone valves
- Intentionally added bisphenols
- Intentionally added PFAS (per- and polyfluoroalkyl substances)

We prioritize the following materials and design practices:

- All packaging must be designed to be recyclable, reusable, or compostable, following regional standards (e.g., APR, RecyClass).
- Suppliers must maximize recycled content and use recyclable resins, especially when replacing glass with plastic or introducing new plastic.
- Flexible film packaging must follow DFR guidelines (e.g., CEFLEX, APR).

SUPPLIER EXPECTATIONS

Suppliers play a critical role in helping Kraft Heinz achieve our sustainable packaging ambitions and meet the needs of our Retail and Foodservice customers. We expect our suppliers to prioritize these Principles in all packaging projects. Any project that does not meet these Principles must obtain an explicit exception before launch by a cross-functional Kraft Heinz team of technical and business experts.