



# Irish Angus Striploin Steaks

*\*Matured for 30 days for a rich flavour.  
A succulent cut of Irish beef.*

# TESCO: MEAT - BEEF, PORK, LAMB & BREAKFAST MEATS

## THE IMPROVEMENT

As part of its sustainability plan, Tesco has made the following commitments in relation to packaging on its own-label products:

1. Making all packaging fully recyclable or compostable by 2025
2. Ensuring that all paper and board used will be 100% sustainably sourced by 2025
3. Halving packaging weight by 2025

To achieve these commitments, Tesco Ireland is working in partnership with its suppliers, such as Hilton Foods, on innovative packaging solutions.

## THE SUPPLIER

Hilton Foods based in Louth.

## THE CHANGE

### Reducing the plastic in Tesco own-label meat trays

Working with its long-term Irish supplier Hilton Foods, Tesco Ireland has reduced the amount of plastic packaging on its own-label red meat products by over 20% since 2009 by making changes to the types of packaging used and reducing the weight of plastics, including:

- Introducing printed film which acts as both packaging and labelling materials, resulting in a reduction in the use of standard packaging and Expanded Polystyrene (EPS) trays.
- Reducing the amount of cardboard used on Tesco Finest\* steak packs by moving from a cardboard box with a window to a much smaller cardboard sleeve.
- Developing new lower weight plastic trays has also helped to reduce the carbon footprint of packaging in the category by up to 5%.
- Investing in new sealing machines has helped to remove top film waste during the production process.

## THE BENEFITS

PREVIOUS ANNUAL MATERIAL USED	287.9 Tonnes
CURRENT ANNUAL MATERIAL USED	229.3Tonnes
SAVINGS ANNUALLY	58.5 Tonnes



TESCO  
*finest*★

MATURED  
30  
DAYS

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REF #:

WEIGHT

KEEP REFRIGERATED

11M2076



100% Irish Beef

