

Keurig lost trust following misleading claims on recycling of its K-CUPs

In January 2022, Canada's Competition Bureau took action against Keurig Canada. The bureau's inquiry into Keurig was sparked by a request for investigation filed by the University of Victoria.

Coffee pods are barred from most Canadian recycling programs precisely because coffee grounds and tin foil contaminate the plastic recycling stream. Programs that accept pods require far more pod-cleaning than was advertised. The bureau found that Keurig ads, which boasted that its single-use K-cup coffee pods were generally and easily recycled, were misleading.



Canada's Competition Bureau appears to be taking greenwashing seriously, and Canadian consumers appear to be doing so too. In our 2022 data, Keurig lost 13 points in its overall trust score as well as in its honest communication score.

Unfortunately, Keurig pulling the wool over well-intentioned consumers' eyes is far from an isolated incident. The main concern is that such misleading claims actually undermine real-world efforts to reduce pollution, protect biodiversity and slow climate change.