



Fitlife Foods Reflects on Successful Earth Day Recycle Rewards Campaign

April 28, 2026

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Fitlife Foods completed its Earth Day 2x Recycle Rewards campaign April 22-24, 2025, with thousands of customers participating in the three-day container recycling initiative across Florida and Georgia locations. The campaign, which offered double loyalty points for returned meal containers, marked one of several annual sustainability activations the company conducts throughout the year.

During the three-day period, customers brought used Fitlife Foods containers to participating locations, where staff collected the packaging for recycling and credited customer accounts with double FitRewards points. The initiative built upon the company's existing container recycling program, which operates multiple times annually aligned with environmental awareness periods.

"The response to our Earth Day campaign exceeded expectations and demonstrated that sustainability matters to our customers as much as it does to us," said Alex Baitz, Retail Sales Manager for Fitlife Foods. "We are grateful for every customer who took the time to return their containers, turning what could have been waste into both environmental action and earned rewards."

The campaign's timing coincided with Earth Day week, when environmental consciousness typically peaks among consumers. By offering double loyalty points during this period, the company encouraged participation in its closed-loop recycling system, where packaging materials are collected directly from consumers for proper processing.

Participation data from the campaign showed strong engagement across all participating locations. Customers brought containers ranging from single meal packages to bulk collections accumulated over weeks, with each container earning twice the standard loyalty points redeemable toward future meal purchases.

"The collective impact of individual actions became clear during these three days," noted Penny Primus, VP of Marketing & Customer Experience at Fitlife Foods. "We witnessed firsthand how our community embraces the connection between healthy eating and sustainable practices, and we're thankful for their continued partnership in our environmental initiatives."

The Earth Day activation represented part of a broader industry movement toward circular economy principles in food service. The meal prep sector generates significant container volume annually, making customer participation in recycling programs increasingly important for waste reduction efforts.

Looking ahead, the company plans to continue its container recycling program with additional activations scheduled throughout 2026. The success of the Earth Day campaign reinforced the value of creating tangible incentives that align customer behavior with environmental objectives.

The initiative also highlighted evolving consumer expectations around corporate environmental responsibility. Rather than passive messaging about sustainability, the campaign required active customer participation, creating direct engagement between the brand and its community around shared environmental goals.

Founded in 2011 in Tampa, Florida, Fitlife Foods specializes in fresh, chef-prepared meals that are well-balanced, perfectly portioned, and free from artificial ingredients. The company serves busy professionals, fitness enthusiasts, families, and wellness-focused customers through retail locations across Florida and Georgia, as well as through eco-friendly home delivery services. The company also provides meals to corporate organizations as an employee benefit offering. Beyond providing healthy meal solutions, the company actively supports local organizations and initiatives that promote health, wellness, and access to nutritious food throughout the communities it serves.

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For more information about Fitlife Foods, contact the company here: Fitlife Foods
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Fitlife Foods

Fitlife Foods offers fresh, chef-crafted meals made from clean ingredients and balanced macros. Our made-from-scratch dishes deliver bold flavor and real nutrition, helping busy, high-performing people stay consistent without sacrificing taste or time.

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