

2023 Sustainable Packaging Update

Ginposium 2023

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Sustainable packaging

Why?

- Producing spirits is very carbon intensive: approx 2850g of CO₂e per 750ml bottle (BIER 2012)
- Consumer demand
- Pressure from on- and off-trade
- Extended Producer Responsibility (EPR) - being introduced 2024

Direct-to-consumer



Sustainable shipping largely about getting packaging right:
24-37% of a spirit's carbon footprint attributed to its packaging

Transport makes up approx 6-16% of total footprint

Packing arguably one of the easiest things to change in terms of carbon footprint, and also most conspicuous

Considerations:

- Sourcing - reduce impact by sourcing locally
- Material - use lightweight, recycled and recyclable
- Fit for purpose - use as little as possible while protecting contents as much as possible

Primary packaging

Glass is used by 90% of the spirits industry but producing glass is exceptionally energy intensive: ecoSPIRITS estimates that in 2020 the world produced 40 billion single-use glass spirit bottles, leading to 22 million tons of carbon emissions

Reducing bottle weight and glass content reduces the environmental impact of production and shipment to and from the distillery



North Point Distillery Crosskirk Bay Gin

100% post-consumer recycled glass

Manufactured in Italy

Shipped by sea freight (emissions offset)

Weight approx 500g

Dancing Sands

Produced using recycled transition glass

Manufactured in New Zealand

30% lighter than previous French bottles

New bottles will eliminate 15,000kg of carbon emissions from production cycle every year



The Gin Guild

Alternatives to glass

Frugal Bottle

Weight approx. 83g

Paperboard outer and plastic food-grade inner pouch

Carbon footprint 77-84% lower than a glass bottle

Plastic pouch comprises 16% of the packaging,

but less than 4% of plastic film is currently recycled in the UK



Aluminium bottle

Penrhos 100% recycled 70cl aluminium bottles weigh approx half that of a full standard glass bottle

Mallard Point combine aluminium bottle with a swing top stopper and innovative return/reuse scheme

Refills

Onsite refill schemes

Aluminium refill bottle

Weight approx. 78g

Limited to 50cl size

Needs less protective wrapping than glass



Aluminium refill cans

Available in different sizes

Wye Valley Gin 50cl refill can
approx. 12g empty / 48g full



Plastic refill pouch

Weight approx. 17g

Recycle in collaboration with Terracycle or at some supermarkets



On-trade

Does on-trade really require a glass bottle?

Bulk, refillable format reduces environmental impact

Risk loss of presence on back bar



ecoSPIRITS

A world's first closed-loop distribution system

Returnable and refillable 4.5l totes eliminate 70–90% of the CO2 associated with the packaging and distribution of spirits compared to single-use glass bottles

Working with more than 1,500 venues in 15 countries

Alternative bulk formats

Hepple Spirits 10L balloon offers visual presence with refillable 25l drum returned to distillery



Electric Spirits 5L kegs available to local Edinburgh venues. Each keg saves 4.5kg of weight (and related emissions) compared to the equivalent amount of bottled gin



East London Liquor Company deliver 5L jerry cans of whisky to Silo Restaurant via PedalMe e-cargo bike

Miniatures

The glass–spirit ratio of single use miniature bottles means they come with a big carbon footprint



Cooper King selection boxes containing 3 x 100ml samples



Vault Aperitivo aluminium cans
Currently 150ml but switching to 200ml

Secondary packaging

Is it really necessary?

- Offer as optional extra
- Use recycled/recyclable material
- Create secondary purpose



Shipping packaging

Priority to prevent/reduce breakages without overpackaging

Tissue paper, cardboard and paper tape preferable to bubble wrap and plastic

Use products that are easily recycled or biodegradable eg mycelium

Be creative: invest in a shredder to create netting from waste cardboard or even use sheep's wool!



Shipping to consumer

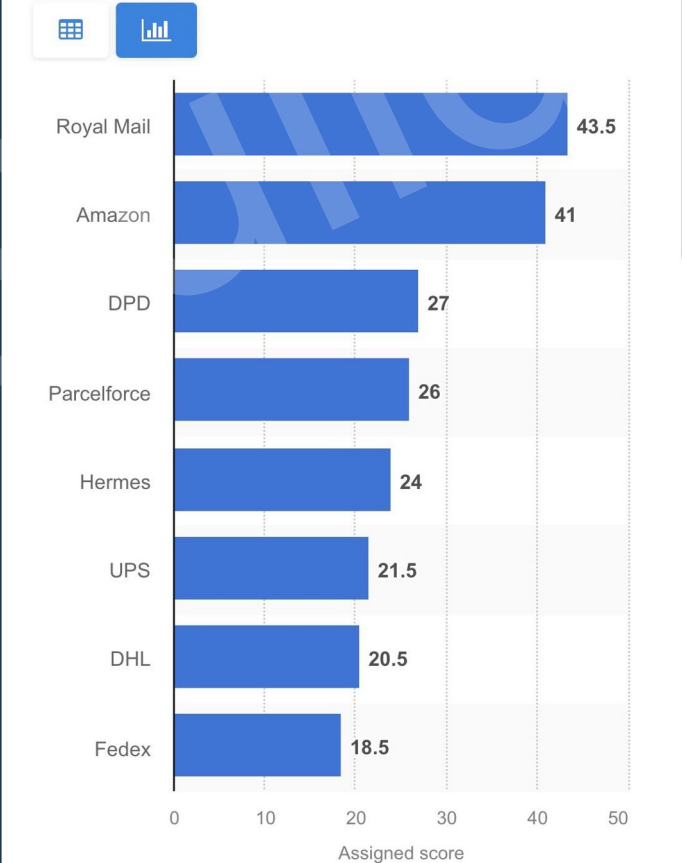
Royal Mail has the lowest reported carbon emissions per parcel of any major UK delivery company

Amazon is the 2nd most carbon-conscious delivery company in the UK and DPD the 3rd (according to Statista)

Next day deliveries cause more carbon emissions than slower delivery services (as do missed deliveries and returns)



Most carbon-conscious delivery companies in the United Kingdom (UK) in 2021, by assigned score



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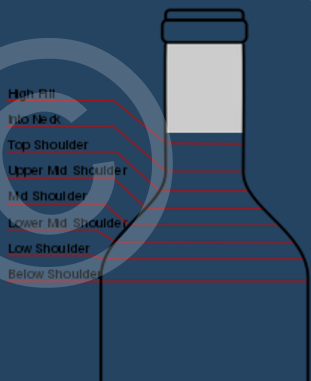
Off-trade & export

Shipping globally can create new issues

- How is it being shipped? (Air, sea, road?)

Product integrity from source to destination

- If it breaks in transit all your sustainable considerations turn into waste - sustainability is about minimising waste as well as doing better!
 - Vacuity (do your weights and measures checks!)
 - Durability (have you transit tested?)
 - Temperature (are consumables fit for purpose?)



Conclusion

- Focus on packaging is a *relatively* easy way to reduce your carbon footprint
- Think hard about your market(s) and the product life cycle
- Local, lightweight, recycled and recyclable is best
- Make sure all packaging is fit for purpose
- Extended Producer Responsibility regulations for packaging
 - use more 'environmentally-friendly' packaging and pay a lower rate
- It doesn't have to be perfect, even small changes can have an impact

Thanks very much!



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