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Diageo partners with ecoSPIRITS for circular packaging solution in Southeast Asia

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By **Manbeena Chawla** | April 19, 2022



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Diageo and ecoSpirits to pilot a closed loop packaging solution

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This trial will see Diageo deploying branded, next-generation packaging technologies to bottle, store, distribute and dispense spirits with selected bars and restaurants.

By leveraging the ecoSPIRITS closed-loop system, Diageo aims to reduce its carbon footprint and waste from with single-use glass spirits bottles. This new partnership is part of the company’s commitment to transform packaging sustainability as outlined in its Society 2030: Spirit of Progress action plan.

Diageo will send their product in the branded re-uesable ecoTote containers to the bars. When the containers are empty, the bars will return them to Diageo to be refilled.

Read online: https://nuffoodsspectrum.in/news/16/18840/diageo-partners-with-ecospirits-for-circular-packaging-solution-in-southeast-asia.html
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