

THE WIN-WIN OUTCOMES OF DIAGEO'S AND ECOSPIRITS' PARTNERSHIP



For ecoSPIRITS

Forged new partnerships in over 25 countries The global agreement with Diageo marked a significant milestone that strengthened ecoSPIRITS' credibility and accelerated its global growth, leading to new partnerships with other companies in over 25 countries.

For Diageo

Reduced carbon impact Diageo has saved over 35,000 single-use bottles so far, with a plan to reduce its carbon dioxide impact through circular packaging across its bar sales over the next three years.



For the rest of the supply chain

Reduction in carbon emissions

The ecoTOTE system delivers a 60–90% reduction in the carbon emissions footprint of premium spirits packaging and distribution. Venues also benefit from reduced storage requirements, as well as far less physical glass and cardboard waste.