

FOOD AND BEVERAGE

Pernod Ricard enters sustainable global packaging deal with EcoSpirits

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Pernod Ricard brands are shown stored in distribution partner EcoSpirits' SmartPour systems. Image credit: Pernod Ricard

By LUXURY DAILY NEWS SERVICE

French wine and spirits group Pernod Ricard is opting for the use of more sustainable supply chain practices.

The liquor leader is entering a five-year global licensing agreement with EcoSpirits, a low-waste, carbon-neutral distributor. With help from its partner, Pernod Ricard brands will arrive at bars, restaurants and other on-trade venues worldwide using closed-loop packaging technology, making good on the company's core priority of promoting circularity industrywide the update comes as the company continues to expand its super-premium portfolio.

"This next step in our partnership with EcoSpirits reflects our belief in the transformative power of this solution to enhance operational efficiency and reduce not only our environmental footprint, but the impact of our industry at large," said Maria Pia De Caro, executive vice president of integrated operations and sustainability at **Pernod Ricard**, in a statement.

"We are excited to continue working together to refine, scale and champion EcoSpirits as the future of wine and spirits distribution."

Low waste, low carbon

The deal enables Pernod Ricard to significantly reduce the emissions footprint of its production and shipping tools, from bottles to secondary packaging.

EcoSpirits deliveries feature reusable 4.5-liter, or .26-gallon, glass containers. Additionally, the partner transports products in bulk, reducing trips and resources used.

The expanded scope of work draws on learnings from an initial trial period. Launched in Singapore in late 2022, this first run helped Pernod Ricard identify the operational challenges and opportunities associated with circular distribution.

Armed with these insights, Pernod Ricard is now fast-tracking efforts outside of APAC.



By transporting products in bulk, less packaging is used, reducing supply chain emissions and waste. Image credit: Pernod Ricard

Greener versions of the French corporation's Beefeater London Dry gin, Havana Club rum and Absolut vodka drinks are coming to new markets. Others will follow suit, it says.

Supporting the transition, a dedicated containerized, semi-automated spirits processing facility is now live at a Pernod Ricard-owned rum distillery in Cuba. Here, the implementation of EcoSpirits' proprietary ecoPLANT unit the production sites work in conjunction with the firm's ecoTOTE glass bottles and SmartPour dispense solution is expected to reduce premium spirits packaging and distribution-related carbon emissions and glass waste by 88 percent and 99 percent, respectively.

"Pernod Ricard and EcoSpirits have been working together for almost three years now to make circularity a reality in the spirits industry," said Paul Gabie, CEO of EcoSpirits, in a statement.

"This new global agreement builds on that journey, and our combined expertise, to bring circular packaging to more Pernod Ricard markets around the world," Mr. Gabie said. "We are inspired by Pernod Ricard's commitment to Circular Making and look forward to working even more closely with their brands and market teams."

This joining of forces supports Good Times from a Good Place, Pernod Ricard's 2030 sustainability and responsibility roadmap.

Its peers are taking a look at their practices as well ([see story](#)). Some are embarking on public creative ventures to support internal changes ([see story](#)).

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