

PRESS RELEASE

Diageo Officially Launches the First ecoSPIRITS Intelligent Circular Closed Loop Network



Jakarta [31] October 2022 – In collaboration with Diageo, a global drinks leader, ecoSPIRITS has officially launched its first Intelligent Circular™ closed loop network in Indonesia, which is powered by the new CircularONE™ software platform and the newest-generation SmartPour™ 2.0S technology. The project is the first major deployment by the two companies since the partnership was first revealed in April of this year. As part of this pilot program, co-branded Smirnoff editions of the ecoSPIRITS' award-winning ecoTOTE™ and SmartPour technologies have been launched in 38 venues in Bali and Jakarta, Indonesia, including the popular eco-beach club La Brisa Bali. The SmartPour 2.0S Smirnoff Edition is the first Internet-of-Things (IoT) device to be officially powered by ecoSPIRITS' cloud-based CircularONE software platform, which is being developed to improve the security, scalability and efficiency of ecoSPIRITS' global closed

loop network.

In April 2022 ecoSPIRITS released its roadmap for an Intelligent Circular future in closed loop spirits and wine, with Diageo confirmed as the global launch customer. Under this Intelligent Circular roadmap, ecoSPIRITS' core hardware portfolio is being enhanced by the new CircularONE software platform, with a range of security, data and sensing features. Smirnoff Vodka is the first of Diageo's brands to feature in the rollout, with Captain Morgan Rum set to join in the coming months. To support closed loop operations in Indonesia, Diageo and ecoSPIRITS have deployed a full complement of circular packaging innovation, including a dedicated ecoPLANT in Bali, the co-branded ecoTOTEs and SmartPours, and the launch version of the new CircularONE cloud-based platform. The new SmartPour 2.0S allows each venue to dispense the appropriate measure of spirits directly into glasses or cocktail shakers while showcasing the partner spirit brand in a fully co-branded design.

The collaboration between ecoSPIRITS and Diageo will have a positive environmental impact, dramatically enhancing Smirnoff Vodka's sustainability in Indonesia. Each Smirnoff ecoTOTE used by the venues eliminates 3.3kg of carbon emissions – which is equivalent to the carbon emitted when driving in a car for 11.9km – and 99% of the packaging waste associated with traditional Smirnoff Vodka in bottle format. During its lifetime, each Smirnoff ecoTOTE will eliminate up to 600 single use glass bottles. The collaboration will also give back to the environment because for each ecoTOTE used by outlets, Diageo and ecoSPIRITS will plant a tree in endangered wild areas of Indonesia as part of the. ecoSPIRITS Forest Program.

Alefiyah Sarma, CEO Diageo Indonesia, said: "With more than 40 billion glass bottles manufactured every year in the alcohol beverage industry alone, a solution needed to be created in order to reduce the amount of waste and the carbon emission generated. Through this innovation, we can reduce 99% of our packaging waste and eliminates the emissions of 3.3kg of carbon. Smirnoff wants to become the most sustainable vodka brand. Smirnoff invites our business partners, the outlets, to participate in this initiative and switch from glass bottles to the ecoTOTE."

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Anand Subramanian, Chief Operating Officer, ecoSPIRITS, said: “We are hugely excited about this first step with Diageo, to welcome the first global customer for our CircularONE software platform and to jointly launch the intelligent SmartPour 2.0S. By merging hardware and software innovation, ecoSPIRITS closed loop network becomes not only more efficient, but also more secure, more scalable and more cost-effective. These improvements will benefit our entire customer base – the growing network of brands, importers, distributors, wholesalers, and hospitality venues that make up ecoSPIRITS’ Climate Partner Program.”

A total of 38 bars and restaurants across Bali and Jakarta are participating in the program and are the first in the world to receive the new Intelligent Circular technology. La Brisa Bar in Bali was selected for the September 30th press event for the launch of the pilot program, where the full list of participating venues and the new co-branded hardware were shared with local media.

Indonesia has now become the first destination for the partnership between Diageo and ecoSPIRITS, with plans for a wider rollout in Diageo’s global market underway. More details about ecoSPIRITS’ Intelligent Circular roadmap, the CircularOne software platform and the collaboration with Diageo will be released in the coming months. For more information about this story contact sonya.hook@ecospirits.global from [ecoSPIRITS](https://www.ecospirits.global) or Stephan.Sinisuka@Diageo.com from Diageo Indonesia.

About Diageo Indonesia

In Indonesia, Diageo started in 1973 when Guinness products entered to the market. Since 2014, PT Langgeng Kreasi Jayaprima (Diageo Indonesia) have started a new chapter through job creation and involving local production of high-quality spirits including Smirnoff, Captain Morgan, Gilbey’s, Mr. Dowell’s and Gordon’s in Bali. Globally, Diageo is a leader in premium beer and spirits with an outstanding collection of more than 200 brands including Guinness, Johnnie Walker, Singleton, Tanqueray, Baileys and Don Julio. Our products are sold in more than 180 countries as Diageo’s ambition is to become the best performing, most trusted and respected consumers products company.

Through Society 2030: Spirit of Progress, we are building on the legacy of our founders. we want to create a positive impact on our company, within our communities and for society. Our facility in Bali is already Zero-Waste to Landfill and

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using 100% Renewable Electricity Certified. Working with local stakeholders' hands in hands we are developing Nyambu EcoTourism village in Bali. By 2030 in Indonesia, we are targeting 400,000 participants for our SMASHED program in tackling underage drinking and in addition, educates 200,000 people in responsible drinking. To learn more, follow our @Diageold instagram accounts and support us in Celebrating Life Every Day Everywhere

About ecoSPIRITS

ecoSPIRITS is a circular economy technology company that has developed the world's first low carbon, low waste distribution technology for premium spirits and wine. Our patent-pending closed loop system nearly eliminates all packaging waste in the supply chain. By dramatically reducing packaging and transport, ecoSPIRITS provides both a powerful cost advantage and transformative carbon footprint reduction. Founded in Singapore in 2018, the ecoSPIRITS technology is now available in more than 14 countries and 30 cities across Asia Pacific, Europe, and the Americas. More than 1,000 leading bars, restaurants, hotels, and retailers have adopted the technology, including Michelin-starred restaurants, World's 50 Best and Asia's 50 Best bars and iconic hotels. ecoSPIRITS is now rapidly building a global network of closed loop service, with coverage to grow to 18 countries worldwide by late 2022. Together with our brand partners, importers, distributors, wholesalers, venues and retailers, we are already making a difference. Each year, ecoSPIRITS and our partners are eliminating hundreds of tons of single use glass waste, planting tens of thousands of trees, and inspiring others to change.

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