



18/09/2023

PRESS RELEASE

ecoSPIRITS Launches in Macau in Partnership with Local Spirits Company Manlek (Overflowtaste) Trading



Macau 23 September 2023 – ecoSPIRITS has expanded into Macau, appointing one of the region’s most innovative spirits importers, distributors and retailers, Manlek (Overflowtaste) Trading, as its Licensed Operator for the area. Together, the two partners have set up a new joint venture, eS Operator Macau, to bring closed loop service to the Macau market, starting this month. A range of spirits will be available in low waste ecoTOTE™ format immediately, with plans to add more to the portfolio before the end of 2023. eS Macau is ready to supply low waste spirits to upscale bars, restaurants and hotels across the region, which is known for its glitz, glamour and high-end entertainment.

Manlek (Overflowtaste) Trading was founded by a dynamic and youthful team with unique ideas and a passion for high quality hospitality and drinks in the Macau area. One arm of the company is engaged in the

**JOIN THE REVOLUTION
END SINGLE USE GLASS**

**www.ecospirits.global @ [ecospirits.global](https://www.instagram.com/ecospirits.global)
#ecospirits #lowcarbon #lowwaste #nosingleuseglass**

importation and distribution of high-end spirits, liqueurs and soft drinks. It has a wide collection of unique drinks in its portfolio as well as the exclusive rights for the representation of several international brands in Macau. The company has also extended into other areas, including retail, represented by its wine and liquor store Overflow, and the organisation of events, such as the popular citywide cocktail event, Bar Hopping Macau.

ecoSPIRITS' Asia network now covers Mainland China and its Special Administrative Regions (SARs), Hong Kong and Macau, which are relatively autonomous portions of China that maintain some degree of political and economic independence. Macau, on the south coast of China, was a Portuguese territory until 1999 and as such it reflects a mix of cultural influences. With a population of approximately 680,000 it is the most densely populated region in the world. In recent years it has become a major resort city and a top destination for casino visitors. Macau's gaming industry is the largest in the world, generating a revenue that is about seven times larger than that of Las Vegas.

For several years Macau has been taking steps to address the United Nations General Assembly's 17 Sustainable Development Goals (SDGs). It has been doing this by creating partnerships, seeking to diversify its economy, and by furthering links with mainland China. Several of Macau's major casino operators have increased their focus on their ESG and sustainability commitments in recent years.

eS Operator Macau will initially launch a selection of brands from the True Believers portfolio of spirits including Widges Gin, Tried & True Vodka, Plantation 3 Stars White Rum and Plantation Dark Rum. Towards the end of the year it also plans to add agave spirits and whiskey to its portfolio.

Hyeson Si, Founder, Manlek (Overflowtaste) Trading, said: "Through continuous efforts to expand we have established good business relations with local shops, hotels, bars and restaurants of all types across Macau, and we are looking forward to being able to offer a range of products in ecoTOTE format to these venues to help reduce single use glass waste across the region. We have a wide range of brands in our portfolio and we continue to source interesting drinks from all over the world. We can't wait to offer these excellent products to our customers in a more sustainable and more efficient way."

**JOIN THE REVOLUTION
END SINGLE USE GLASS**

**www.ecospirits.global @ [ecospirits.global](https://www.instagram.com/ecospirits.global)
#ecospirits #lowcarbon #lowwaste #nosingleuseglass**

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 27 countries worldwide by early 2023. 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.

-END-

**JOIN THE REVOLUTION
END SINGLE USE GLASS**

**www.ecospirits.global @ [ecospirits.global](https://www.instagram.com/ecospirits.global)
[#ecospirits](https://www.tiktok.com/@ecospirits) [#lowcarbon](https://www.tiktok.com/@ecospirits) [#lowwaste](https://www.tiktok.com/@ecospirits) [#nosingleuseglass](https://www.tiktok.com/@ecospirits)**