

26/09/23**PRESS RELEASE**

ecoSPIRITS Partners with De Kuyper Royal Distillers to Prepare for Launch in The Netherlands and Belgium



Rotterdam [26] September 2023 – ecoSPIRITS has appointed one of the leading producers of quality cocktail liqueurs in the world as its Licensed Operator for Netherlands and Belgium. De Kuyper Royal Distillers will be the new Licensed Operator for ecoSPIRITS Benelux, initially bringing closed loop spirits to the Netherlands market. A range of De Kuyper’s spirits and liqueur brands will be available in low waste ecoTOTE™ format from January 2024. This partnership also paves the way for the expansion of closed loop service across the Benelux region, with ecoTOTEs expected to be deployed to venues in Belgium from early 2024.

ecoSPIRITS' circular packaging technology allows spirits and wine to be transported in bulk to local markets where they are processed into a reusable ecoTOTE format for delivery to bars. The ecoTOTE is a fully-reusable 4.5L packaging format, which replaces a standard six-bottle case of spirits, offering venues an average of 95% less physical glass and cardboard waste. ecoSPIRITS first launched its low carbon, low waste technology in 2018 in Singapore, with the aim of eliminating single use glass (and other packaging waste) in the supply chain for premium wine and spirits. The ecoSPIRITS system can now be found in restaurants, bars and hotels across the world, in 22 different countries worldwide.

De Kuyper Royal Distillers has been distilling for more than 325 years and is one of the world's leading liqueur producers. The family-owned business has its own distillery in Schiedam in the Netherlands where it creates premium cocktail liqueurs using natural botanicals and handcrafted distillates and extracts. For five years in a row the company has been awarded the coveted title of 'Liqueur Producer of the Year' by the prestigious International Spirits Challenge. De Kuyper has a 100% subsidiary company, Team Products, which is an internationally-renowned independent producer of spirits, cream liqueurs, advocaat, and flavoured liqueurs. It also produces private label and third party products for brands, distillers and producers all over the world.

De Kuyper has demonstrated a strong commitment to social and environmental activities with sustainability projects underway throughout the value chain in areas such as responsible consumption, responsible sourcing, sustainable production, employee well-being, and community involvement. In each of these areas, De Kuyper strives to implement sustainable and innovative solutions and collaborates with partners and stakeholders. ecoSPIRITS aligns perfectly with these ambitions and by establishing this partnership, De Kuyper can promote an innovative closed-loop distribution system that eliminates packaging waste and reduces carbon emissions.

In each region where ecoSPIRITS has launched, closed loop spirits are processed and deployed from an ecoPLANT. The ecoPLANT provides closed loop service for a geographic area by cleaning, sanitising, refilling and sealing ecoTOTEs. They comply with leading standards for food grade processing and deliver high standards of spirits and wine hygiene and preservation. For the launch of ecoSPIRITS Benelux, De

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Kuyper's Team Products plant in Middelharnis was identified as the ideal location for ecoPLANT No.045, because it is well regarded as a 'best practice' production location and is centrally located to service the Benelux region. De Kuyper's production site in Middelharnis has recently extended its qualifications to include the BRC 9 AA audit, which is the highest level BRC qualification.

Among the first brands to go into ecoTOTE format from the De Kuyper stable of brands will be Peachtree, the best-selling peach liqueur in the world. The lighter, lower-proof liqueur, which has the taste and smell of ripe peaches, is a key ingredient in cocktails such as Sex on the Beach or the Fizzy Peachtree. Also launching soon in ecoTOTE format is Rutte 100% Grain Vodka and Rutte Dutch Dry Gin, which is distilled from 100% organic botanicals including celery and angelica. And completing the launch collection is De Kuyper Triple Sec, which can be mixed with tequila to create the popular Margarita cocktail, or with cognac to create the Sidecar. This Triple Sec is made by mixing several citrus distillates, which are made by De Kuyper in copper pot stills.

Mark de Witte, CEO, De Kuyper Royal Distillers, said: "We are very excited about our cooperation and partnership with ecoSPIRITS. This innovative low carbon and low waste distribution technology takes us a decisive step further towards achieving our sustainability goals as one of the industry's main drivers. In collaboration with ecoSPIRITS we will make a significant difference by reducing our eco footprint and inspiring other brands and customers to join us on our sustainable journey."

Iain McPherson, Sales Director, EMEA, ecoSPIRITS, said: "I am thrilled that De Kuyper Royal Distillers will be the Licensed Operator for the Netherlands, Belgium and Luxembourg. De Kuyper's reputation for high quality products is well-known and the longevity of the company is testament to its innovative approach and consistent desire to improve. De Kuyper is clearly passionate about eliminating the unnecessary carbon emissions and packaging waste associated with the wine and spirits supply chain, and it is fantastic that the company has put its trust in ecoSPIRITS' closed loop packaging as a revolutionary technology."

Bars, hotels, restaurants, distributors and brands that are interested in joining the ecoSPIRITS Climate Partner Program in the Netherlands can contact Iain McPherson, Sales Director, ecoSPIRITS EMEA, at

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iain.mcpherson@ecospirits.global, For more information on ecoSPIRITS, you may contact Sonya Hook, Senior PR Manager at sonya.hook@ecospiritsglobal.com

About De Kuyper Royal Distillers

De Kuyper Royal Distillers is a family-owned liqueur and premium botanical-base spirits company founded in 1695 by Petrus De Kuyper. The company is headquartered in Schiedam near Rotterdam (NL). De Kuyper Liqueurs is the global market-leading brand in cocktail liqueurs. De Kuyper is both the owner and the producer of a number of world-famous liqueurs such as Peachtree, Heering, Kwai Feh, Acqua Bianca, Muyu, Dutch Cacao, Mandarine Napoléon, Bébo and the botanical-based spirits of the Rutte gin and genever. De Kuyper has been awarded "Liqueur Producer of the Year" at the International Spirits Competition (ISC) five years in a row (2019-2023). Mark de Witte is the company's global CEO. Media contact De Kuyper Royal Distillers: Yvonne Naber, Global PR, ynaber@dekuyper.nl

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 a transformative carbon footprint reduction. Founded in Singapore in 2018, the ecoSPIRITS technology is now available in more than 21 countries across Asia Pacific, Europe and the Americas. Nearly 2,000 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 27 countries worldwide by the end of 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.

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