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## PRESS RELEASE

### ecoSPIRITS Expands European Footprint with Three New Licensed Operators



**BERLIN [10] October** ecoSPIRITS has announced the addition of three new European partners under its Licensed Operator program, which will expand the reach of the global closed loop network to cover Ireland, Switzerland, Liechtenstein, the Czech Republic and Slovakia. The new Licensed Operator for Ireland is Lough Ree Distillery, while ecoSYSTEMS AG has signed the agreement on behalf of Switzerland and Liechtenstein. The final newcomer is ecoSPIRITS Central Europe, which will be operated by TrunkBros s.r.o., and bring closed loop service to the Czech Republic and Slovakia. All three new European partners will join the ecoSPIRITS global team this week at Bar Convent Berlin to meet with brands, distributors, and hospitality operators curious about circular spirits.



ecoSPIRITS' Licensed Operator Program first launched in late 2021 with several markets in Asia Pacific and the United Kingdom. Under the program, experienced local industry partners invest in the ecoSPIRITS portfolio of circular technologies, including the ecoPLANT™, ecoTOTE™ and SmartPour™ systems to bring closed loop service to new markets. In return, they receive the long-term rights to operate the ecoSPIRITS closed loop technology in their territory. Licensed Operators commit to offering closed loop service to other industry participants, including premium spirits brands, distributors and wholesalers who are looking to improve their cost and environmental performance. Licensed Operators are supported by a global ecoSPIRITS team, which provides comprehensive engineering, commercial, marketing and sustainability expertise.

### **Introducing: ecoSPIRITS Central Europe**

TrunkBros s.r.o is the new Licensed Operator for Central Europe, initially covering the Czech Republic and Slovakia. The company is run by the Kastanek brothers, Zdenek and Pavel, who are both native to the region and are well versed in the culture, language and business practices. The pair have complementary skills with Zdenek Kastanek bringing years of food and beverage, as well as distribution experience, balanced with Pavel Kastanek's skills in marketing and brand building. As its founding member, Zdenek Kastanek spent many years with Proof & Company, one of Asia Pacific's leading spirits distributors and bar consultancies, before joining ecoSPIRITS in 2019 as International Sales Director. The duo plan to kickstart this venture by introducing two ecoSPIRITS Climate Partner brands from the True Believers portfolio: Widges Gin and Los Arcos Destilado de Agave.

**Zdenek (and Pavel) Kastanek, co-owners of TrunkBros s.r.o, said:** *"In this era of enhanced climate change awareness, we are very excited to help develop the circular economy within the Central Europe region by bringing circular technology for the distribution of wine and spirits, collaborating with local venues and partners, and helping them tackle their levels of waste and carbon emissions. It's a region we know very well, and we are looking forward to working closely with local and international producers, hotels, bars and restaurant operators. In addition, with my in-depth knowledge of ecoSPIRITS as the company's International*



*Sales Director, we believe it has a strong future ahead and we are therefore very prepared to invest in it."*

### **Introducing: ecoSPIRITS Ireland**

The team behind Lough Ree Distillery will be the new Licensed Operator for ecoSPIRITS Ireland. Lough Ree Distillery, which is based in Lanesborough, Co. Longford in Ireland, is headed up by Michael and Peter Clancy and their sister Sheila Mullen. The two Clancy brothers are bringing their flagship brands - Sling Shot Distilled Irish Gin and Bart's Irish Whiskey - to the ecoSPIRITS' stand in Hall 17 at Bar Convent Berlin. Lough Ree is the first distillery to distil peat as a botanical in gin for its Sling Shot brand, while Bart's Blended Irish Whiskey, which is a complex blend of five different whiskies, is named after their father, Bart Clancy, as a legacy to his memory. Lough Ree also produces the Bridge Series of Whiskey, Zesty Citrus Vodka and Aiteal Distilled Irish Gin.

**Peter Clancy, CEO of Lough Ree Distillery, said:** *"At Lough Ree Distillery we have been assessing our packaging and processes to see where we can reduce our impact on the planet. Like many others, we are trying to reduce our carbon footprint while facing huge challenges due to rising waste disposal and supply chain issues for packaging. ecoSPIRITS is a sustainable, circular distribution model that meets all these challenges and can bring additional benefits in terms of product traceability and integrity. The ecoSPIRITS closed loop technology is a game changer for the spirits and hospitality industries and we're delighted to be the ones to bring this innovative and disruptive solution to the Irish market."*

### **Introducing: ecoSPIRITS Switzerland**

The Licensed Operator for Switzerland and Liechtenstein is ecoSYSTEMS AG, a new company set up by three hospitality experts: Armin Azadpour, Justin R. Rayani and Erik Amstad. All three have many years of experience in the drinks industry: Azadpour runs the popular venues: Hunky Dory in Frankfurt and Bar Lupo in Zurich, while Rayani is the owner of the Zurich-based bars Dante, Grande and Le Raymond. Amstad's background is in the on-trade drinks industry, having worked in global roles for leading consumer brands, such as Coca-Cola and Red Bull.

**Armin Azadpour, co-owner of ecoSYSTEMS AG, said:** *“Collectively the three of us have many years of experience in the drinks trade across various parts of Europe, and we are very excited to be able to join forces and to work together with ecoSPIRITS as the Licensed Operator for Switzerland and Liechtenstein. Many of the venues and drinks businesses in this region already have a big focus on environmental concerns and we are looking forward to working with them on their long-term sustainability strategies by helping them make the move towards ending single use glass. The ecoSPIRITS system will also deliver a reduction in the carbon emissions footprint of the spirits’ packaging and distribution.”*

**Iain McPherson, ecoSPIRITS Sales Director, Europe, said:** *“I am delighted that ecoSPIRITS closed loop technology will be introduced into these markets by knowledgeable and excellent partners. We look forward to working with our Licensed Operators in providing a platform for the industry to adopt the circular economy in these new markets. The transition from single use packaging to circular spirits and wine is a complex endeavour. Our Licensed Operator Program taps into the best of ecoSPIRITS’ global expertise and our operator’s local knowledge to help our partner brands distributors, and outlets make this important transition in a commercial sustainable way.”*

Parties interested in finding out more about these three new Licensed Operators or ecoSPIRITS’ presence at Bar Convent Berlin may contact Iain McPherson, Sales Director for Europe (iain.mcpherson@ecospirits.global) or Sonya Hook, Senior PR Manager, (sonya.hook@ecospirits.global).

### **About TrunkBros s.r.o**

TrunkBros s.r.o was established in 2018 by brothers Zdenek and Pavel Kastanek with the aim of helping the hospitality industry to have access to artisan, interesting and timeless products with a focus on circular systems and products. Gastronomy and entrepreneurship run in the family, alongside a focus on the environment. The pair have worked in many areas of the industry over the years, in roles ranging from bartenders, ambassadors, cooks, waiters, bosses, drivers and more. In more recent years their work in the sector has spanned out to drinks marketing and distribution in Europe and Asia Pacific. Responsibility and joy of life is what drives the brothers forward and they are always looking at ways to share their passion with others. For more information about the company, visit [Trunkbros.com](https://www.trunkbros.com)



### **About Lough Ree**

Founded and run by sibling trio Peter & Michael Clancy and their sister Sheila Mullen, Lough Ree Distillery is the ultimate family business. Commencing operations in 2018 by opening a micro distillery in their hometown of Lanesborough, Co. Longford, the company has an impressive product portfolio of multi award winning products. Lough Ree's brand emphasises the power of connection - connecting whiskey tradition with modern technology, connecting the gentle pace of rural Ireland with the confidence of a new generation and finally connecting people from far and wide through fine spirits. With innovation at the heart of the business, the team became the first to distil peat as a botanical with their Sling Shot Gin, while Bart's Blended Irish Whiskey is a complex blend of grain, pot still and peated malt with malt whiskeys finished in Rye and Oloroso casks. The company also has The Bridge series of Single Cask Whiskies. For more information visit [www.lrd.ie](http://www.lrd.ie)

### **About ecoSYSTEMS AG**

ecoSYSTEMS AG is a new company set up by a trio of hospitality and drinks experts: Justin Rayani, Armin Azadpour and Erik Amstad. The three decided to put their many years of industry experience together to set up ecoSYSTEMS, with the aim of focusing on sustainable strategies for the bar and drinks sectors around their homelands of Switzerland and Liechtenstein. Between the three of them they have worked in, managed and owned several bars and they have a focus on excellence and quality. With an in-depth knowledge of the bar scene around the region, the team intends to work closely with venues, producers and hospitality businesses to help them transition to environmentally-friendly practices. For more information visit [www.ecosystemag.com](http://www.ecosystemag.com)

### **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 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.

**JOIN THE REVOLUTION  
END SINGLE USE GLASS**

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