

14/09/2022

PRESS RELEASE

## ecoSPIRITS Extends into Retail Sector with SmartKiosk Technology



SINGAPORE [14 Sept 2022] ecoSPIRITS has launched a self-serve spirits refill concept, marking the circular technology company's first foray into sustainable packaging solutions for the retail channel. The SmartKiosk™, which is the latest innovation in ecoSPIRITS' Intelligent Circular™ roadmap, allows consumers to sustainably reuse branded spirits bottles in a secure, retail environment.

The first SmartKiosks are being pioneered in Singapore by Proof & Company, the largest of ecoSPIRITS' licensed operators in Asia Pacific, and DFI Retail Group, a leading pan-Asian



retailer operating more than 10,200 outlets across the region. Additional SmartKiosks will be deployed in ecoSPIRITS markets around the world in the coming months.

Each SmartKiosk 1.0S unit supports sustainable refills for a range of six spirit products, with a two-level merchandising display to house branded refill bottles. The unit is equipped with a large high-definition touchscreen, bottle and brand authentication through a unique Verified Sustainable Refill™ feature, which means only genuine branded glass refill bottles will be recognised by the machine for each of the spirits installed in the kiosk. Once the bottle has been authenticated, the SmartKiosk will dispense fast, accurate refills using ecoSPIRITS' existing SmartPour technology.

The new SmartKiosk, which the company describes as "intelligent circular retail technology", is Wifi-enabled and powered by ecoSPIRITS' cloud-based CircularONE™ software platform. Each SmartKiosk unit also has a rear cabinet for restocking ecoTOTE™ containers, which are reusable glass vessels that carry 4.5 litres of spirit, ready to be dispensed by the SmartKiosk. This award-winning reusable format, which has been designed specifically to tackle the issue of single-use glass waste in the spirits and wine sector, are already successfully being used in the bar and restaurant industry in more than 14 countries.

Paul Gabie, Chief Executive, ecoSPIRITS, said: "Circular retail for spirits and wine presents enormous opportunities, and equally great challenges. Retail purchases make up the largest volume segment for our industry, and the largest source of single use glass waste. As such, it is incumbent upon all of us to find more sustainable way to serve consumers. Helping shoppers adapt to novel consumption patterns is not easy, but in the face of a global waste and climate crisis adaption is a must. Together, we can build a future beyond single use packaging."

Proof & Company, ecoSPIRITS' licensed technology operator for Singapore, Hong Kong SAR, China, Australia and New Zealand, will be the first partner in the world to own and operate a fleet of SmartKiosks. For Asia, Proof & Company has partnered with DFI to deploy the new SmartKiosks in five CS Fresh supermarkets around Singapore from September 2022. This



technology debut with Singapore's leading premium grocer is aligned with the city state's Singapore Green Plan 2030, which commits to reducing landfill waste by 30% by 2030.

The new CS Fresh SmartKiosks in Singapore will offer shoppers access to refills of a selection of craft spirits including gins from Singapore's own Brass Lion Distillery. Other spirits will include Tried & True Straight Wheat Vodka, Widges Gin, Mackintosh Blended Malt Scotch Whisky and Los Arcos Destilado de Agave. Each refill will offer the shopper significant environmental benefits, eliminating an average of 550g of carbon emissions and more than 700g of single use packaging waste, as well as significant cost savings of up to 20%, compared with the same spirit in its traditional single use packaging format. As part of the collaboration, for each refill purchased ecoSPIRITS, Proof & Company and DFI will jointly plant one tree in the dedicated CS Fresh forest under the ecoSPIRITS forest program.

Brandon Grusd, General Manager, Southeast Asia, Proof & Company, said: "Proof & Company is proud to be the very first operator of the SmartKiosk technology globally. Having first pioneered ecoSPIRITS in the on-premise channel back in 2018, it's a natural fit for our growing network of retailers across Asia Pacific. It also provides a wonderful opportunity for our brand partners, such as Brass Lion Distillery and True Believers, to be at the forefront of consumer innovation. DFI and CS Fresh should be commended for their sustainability leadership in pioneering such a unique shopper experience."

Gwen Cheong, Head of Corporate and Consumer Affairs, SEA, DFI Retail Group, added: "DFI is proud to partner with Proof & Company and ecoSPIRITS in this initiative as part of our sustainability efforts. With a mission to do the right thing for our customers and the environment, the deployment of these SmartKiosks is a clear step towards how we can support the sustainable consumption of wine and spirits while still providing our customers with the products they seek. This deployment is also timely and in line with changing customer behaviours – sustainability has become a powerful value proposition to increasingly conscious consumers and we remain committed to delivering on what our customers have asked for."



**For more information contact:**

Sonya Hook, Senior PR Manager, ecoSPIRITS

[sonya.hook@ecoSPIRITS.global](mailto:sonya.hook@ecoSPIRITS.global)

**For more information on Proof & Company contact:**

[info@proofandcompany.com](mailto:info@proofandcompany.com)

**For more information on DFI or CS Fresh contact:**

[sgcomm@dfiretailgroup.com](mailto:sgcomm@dfiretailgroup.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.