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PRESS RELEASE

## ecoSPIRITS to Launch in Denmark with Spirits Distributor Local Spirits



**Copenhagen [01] March 2023** – ecoSPIRITS is to launch in Denmark, appointing one of the country's leading independent spirits distributors, Local Spirits, as its Licensed Operator for the country. ecoSPIRITS Denmark will bring closed loop spirits to the Danish market, with venues in Copenhagen among the first in the country to receive closed loop spirits service. A range of Local Spirits' spirit brands will be available in low waste ecoTOTE™ format immediately, to be joined later this year by other spirits producers participating in the ecoSPIRITS Climate Partner Program. This partnership paves the way for the expansion of closed loop service across Scandinavia, alongside its recently launched neighbour, ecoSPIRITS Norway,

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and it builds on Denmark's position as the greenest country in the world in 2022, according to the Environmental Performance Index (EPI).

Local Spirits is a Danish drinks company, which distributes predominantly local and organic spirits to the on and off-trade sectors. Local Spirits now sells and distributes more than 300 products from 25 different Danish producers, as well as a few international craft brands. The company makes an effort to work with producers who are respectful of the environment, particularly those which use local or organic ingredients, and partnering with ecoSPIRITS represents the latest stage of its sustainability journey. Currently around 40% of its portfolio is certified as organic.

ecoSPIRITS Denmark will initially launch in Copenhagen, where most of Local Spirits' activity currently takes place. The first brands to go into ecoTOTE will be Bad Company Spirits' Bay Boy Coffee Liqueur, Bad Dog Orange Liqueur, Lemon Says Hello Limoncello, Local Spirits Distilled Vodka and Local Spirits Distilled Gin, Great Dane Rum, and Ellenor Elderflower Liqueur.

The Danish government aims to make Denmark a green frontrunner in global climate action to inspire and encourage the rest of the world. Denmark has the world's leading Deposit and Return System, which ensures the recycling of disposable beverage packaging made from plastic, aluminium and glass. Currently more than 2.2 billion bottles and cans are handled by the system annually, and with a population of 5.8 million, this equates to every Dane depositing a bottle or can daily. The system does not include bottles and packaging for spirits and the ecoSPIRITS technology is therefore a perfect fit with the Danish market.

ecoSPIRITS closed loop service is set to commence in March, starting with bars, restaurants, and hotels in Copenhagen. Denmark will also participate in the ecoSPIRITS Forest Program, planting one tree for every ecoTOTE delivered to hospitality venues.

**Iain McPherson, Sales Director, Europe, said:** "At ecoSPIRITS we place a great deal of importance in building strong relationships and finding a partner that knows the market well, and we believe Local Spirits is the perfect fit. The company has a track record of working with – and supplying – some of the best venues

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and events in Denmark, and it's clear that Anne, Martin and Jeppe have a great enthusiasm to bring the #nosingleglass revolution to the wine and spirits industry in Denmark. We can't wait to get started!"

**Martin Damgaard, Co-founder and CEO of Local Spirits, said:** "For several years now, we have been pioneering the use of spirits in bulk format to bars and restaurants. For us this has been a way to reduce the waste from single use glass, but it has also given us an opportunity to reduce the price of locally produced and organic products by removing the bottle and bottling costs. Partnering with ecoSPIRITS is a natural progression for the work we have done so far in exploring sustainable packaging and distribution solutions, and it will enable us to extend our reach and capacity. Our partner venues are very excited to take this next step in an even more sustainable direction with us."

Bars, hotels, restaurants, distributors and brands that are interested in joining the ecoSPIRITS Climate Partner Program in Denmark can contact Iain McPherson, Sales Director for Europe at ecoSPIRITS on [Iain.McPherson@ecospirits.global](mailto:Iain.McPherson@ecospirits.global) or [denmark@ecospirits.global](mailto:denmark@ecospirits.global). For more information about ecoSPIRITS you may contact Sonya Hook, ecoSPIRITS Senior PR Manager, on [Sonya.Hook@ecospirits.global](mailto:Sonya.Hook@ecospirits.global).

### **About Local Spirits**

Local Spirits was founded in 2016 under the name Nordic Spirits. The company was founded by a number of the first small independent spirits producers in Denmark such as Skotlander Rum, Herbie Gin and Den Klodsede Bjørn Vodka with the aim of creating a distribution platform for the Danish micro-producers. Local Spirits currently sells over 300 products from 25 different Danish producers. IN addition to specialist shops, our customers include restaurants, bars, festivals and hotels, including many of Denmark's most high-profile brands such as the Roskilde Festival, the Guldsmeden hotels and Villa Copenhagen. Ever since our foundation, we have had an ambition to help promote ecology to our growing number of eco-focused customers. Through our close collaboration with Roskilde Festival and the 100% organic hotel chain Guldesmeden Hotels, we have sought to make local organic products part of the core of our business. For more information visit [www.localspirits.dk](http://www.localspirits.dk)

### **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

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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 15 countries 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 25 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. For more information visit [www.ecospirits.global](http://www.ecospirits.global)

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