

09/02/2024

PRESS RELEASE

ecoSPIRITS USA Welcomes FAIR, Preiss Imports and XXI Wine & Spirits in Florida



FEBRUARY 2024 | ecoSPIRITS USA has welcomed major beverage importer Preiss Imports, leading distributor XXI Wine & Spirits, and Fair Trade spirits brand FAIR® to its closed loop network in the United States. The three companies have joined the ecoSPIRITS Climate Partner Program in Florida, home to the first ecoPLANT™ in the United States. The first brand from the Preiss portfolio to be distributed by XXI Wines & Spirits is FAIR Café Liqueur, which is now available to Florida venues as part of a Sustainable Espresso Martini campaign, which reduces single use glass waste in one of the most popular cocktails in the United States.

Preiss Imports is based in California and works with distributors across the United States to share brands from its portfolio with bars, hotels, retailers and restaurants across the country. The company represents niche and artisanal brands and together with XXI Wine & Spirits, Preiss is offering select brands from its portfolio in ecoTOTE™ format to venues across Florida.



XXI 'Twenty-One' Wine & Spirits is a Miami-based distributor of hand-crafted spirits and artisanal wines from boutique vineyards, from all around the world. XXI has joined the ecoSPIRITS system in Florida to represent brands across the state. One of the first brands from the Preiss portfolio distributed in ecoTOTE format by XXI across Florida is FAIR Café Liqueur from the FAIR portfolio of Fair Trade-certified spirits brands. FAIR focuses on paying farmers at a fair price, so that they can cover their production costs, live from farming, educate their children and build schools.

FAIR Café Liqueur is one of two ecoSPIRITS Climate Partner brands featuring in the Sustainable Espresso Martini campaign, along with Tried & True Vodka. This is currently being offered to venues in Florida, allowing them to create this classic cocktail using high quality ingredients – such as FAIR Café Liqueur – but without single use glass. Both the spirit and liqueur are delivered to venues in ecoTOTE format.

Several venues in Florida are already offering Sustainable Espresso Martinis, including two hotels: Four Seasons Hotel at The Surf Club, Miami Surfside; and the Miami Beach Edition hotel. The popular Miami-based bars, Esotico and Lost Boy Dry Goods, and Silverspot Cinema Downtown Miami, have also joined as early pioneers for the Sustainable Espresso Martini in Florida. Venues in Orlando and Tampa are also preparing to add this to their menus.

Henry Preiss, CEO & Founder of Preiss Imports, said: "Through initiatives like the ecoSPIRITS circular project, Preiss Imports aims to inspire other organizations to embrace sustainable practices and join the collective efforts towards a greener future."

Vladimir Garcia, Spirits Director, XXI Wines & Spirits, said: "At XXI we are proud of our portfolio of unique and craft brands, such as FAIR Café Liqueur. We are delighted to take this to the next level by focusing on how we can supply spirits in a more sustainable way."

Alexandre Koiransky, Founder of FAIR, said: "FAIR and ecoSPIRITS are both pioneering new ways of doing business in the spirits industry. The Sustainable Espresso Martini is a concrete application of that partnership."



Jessica Berry, Sales Director, North America, ecoSPIRITS, said: "It's a great time of year to launch a Sustainable Espresso Martini and we are thrilled to be working with three great partners in Florida! FAIR Café, Preiss Imports and XXI Wine & Spirits are forging ahead as pioneers of sustainability by delivering these Espresso Martinis to customers in reusable ecoTOTE format."

ENDS

For more information contact:

Sonya Hook, Senior PR Manager, ecoSPIRITS

Sonya.Hook@ecospirits.global

For more information on ecoSPIRITS USA contact:

Jessica Berry, Sales Director, North America, ecoSPIRITS

jessica.Berry@ecospirits.global

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 a transformative carbon footprint reduction. Founded in Singapore in 2018, the ecoSPIRITS technology is now available in 23 countries across Asia Pacific, Europe and the Americas. More than 2,000 leading bars, restaurants, hotels and retailers have adopted the technology. ecoSPIRITS is now rapidly building a global network of closed loop service, with coverage to grow to 27 countries worldwide in 2024. 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.