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PRESS RELEASE

ecoSPIRITS to Launch in Spain with Wine and Spirits Distribution Group, Ecosistema Escolà



FEBRUARY 2024 | ecoSPIRITS has announced plans to launch closed loop service in Spain under a Licensed Operator Agreement a new company created by Francesc Escolà, CEO of Spanish wine and spirits distribution group, Ecosistema Escolà ('Escola'). ecoSPIRITS Spain will start its activity in the Spanish market from this month, starting with three spirits in ecoTOTE™ format. These will be deployed from the country's first ecoPLANT™, which will be hosted by the Barcelona-based spirits producer, Bardinet-España. Distribution will initially commence in the Spanish region of Catalonia and the Balearic Islands and will quickly expand to the rest of Spain and Andorra. The move into Spain builds on ecoSPIRITS' rapidly expanding European footprint,



following recently announced partnerships with new Licensed Operators in the Netherlands, Belgium, Denmark, and Italy.

Escolà has a history dating back to 1962 when the Escolà family found success in Barcelona; initially with grocery shops and later, in 1973, moving into wine and spirits distribution. Today, the company has more than 90 employees and more than 5,000 products, marketed under two different distribution divisions.

Spain has been earmarked as a world leader in tourism competitiveness for the third consecutive year (World Economic Forum). It also has ambitious waste reduction targets. In December 2022, the country issued its Royal Decree 1055/2022 on Packaging and Packaging Waste, which seeks to align Spain's packaging legislation with the new extended producer responsibility scheme set in place by the European Union. The main purpose of this new Decree is to make all packaging on the market recyclable by 2030 and, where possible, reusable.

Three bars in the top 20 of The World's 50 Best Bars 2023 – Sips, Paradiso, and Salmon Guru – have already signed up to take delivery of spirits in ecoTOTE format. In addition to this, the luxury hotel chains Marugal and Pulitzer have also joined as early launch partners for Spain. The first brands to be available for the Spanish market will be Planteray Rum (formerly known as Plantation Rum), Ginraw and Avallen.

The Barcelona-based Bardinet-España has been selected as the host company for ecoPLANT No. 036, which will be Spain's first ecoPLANT. The ecoPLANT for Spain is a 2.0W model, capable of processing both spirits and wine. It will be hosted in a dedicated production and warehouse facility to be operated by Bardinet-España staff, who will be trained and supported by ecoSPIRITS' global Closed Loop Operations team.

Francesc Escolà, CEO of Ecosistema Escolà and eS System Operator Spain, SL, said: "We are very pleased with this agreement that will enable ecoSPIRITS to arrive in Spain and which will help our country to reduce single-use glass waste. By transitioning to circular packaging



technology, we will see a significant saving in waste and a 60 to 90% reduction in the carbon emissions footprint of premium spirits packaging and distribution.”

Iain McPherson, Sales Director, EMEA, ecoSPIRITS, said: “Spain is a key market for us and we are confident that our new Licensed Operator for Spain has the right experience, network and passion to champion ecoSPIRITS’ closed loop packaging system across the region. Spanish consumers are highly committed to sustainable measures and we believe many on-trade venues will be keen to offer – and shout about – low waste drinks on their cocktail menus.”

Spain will also participate in the ecoSPIRITS Forest Program, planting one tree for every cycle of an ecoTOTE delivered to hospitality venues. To find out more information about opportunities to partner with ecoSPIRITS in Spain, please contact David Grau on dgrau@es-spain.net or Iain McPherson, ecoSPIRITS Sales Director, EMEA, at iain.mcpherson@ecospirits.global. For media inquiries, you may contact Sonya Hook, Head of Communications at sonya.hook@ecospiritsglobal.com

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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. 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, 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.

About Ecosistema Escolà

**JOIN THE REVOLUTION
END SINGLE USE GLASS**

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The history of Escolà dates back to 1962, when the Escolà family found success in Barcelona, initially with grocery shops and later, in 1973, changing the activity to wine and distillates distributor. Also in Barcelona, the company manages Magatzem Escolà, a magnificent space that serves as the company's training centre and showroom. At the same time, it has developed other projects related to the distribution and development of the spirits industry in Spain, such as the OTC Group importer and the Spirit Essence training activity and competition, which will be integrated into the newly created Liquid Solutions Foundation in the current financial year 2024. All these projects are part of the Escolà Ecosystem as they serve the wine and spirits industry from different perspectives that are complementary to each other. For more information, please visit: www.escoladist.com

About Bardinet-España

Bardinet-España belongs to the French La Martiniquaise-Bardinet Group, based in Paris. It is one of the top ten spirits producers in the world. Bardinet is positioned among the leaders in the Spanish and world spirits market. It was in 1993 that Bardinet joined La Martiniquaise, France's leading group in the production and distribution of wines and spirits and currently ranked in the top 10 worldwide. This alliance, known as the LMB Group, gives Bardinet the opportunity to increase its already strong international presence. Bardinet has a portfolio covering all categories of the sector, from rum, whisky, liqueurs, gin, vodka, tequila to brandy, port and cava. To do so, it has facilities occupying 24,000 square metres at its plant located on the outskirts of Barcelona, in Gelida, and has a staff of around 100 collaborators. For more information, please visit: www.bardinet.es