

19/04/2024

PRESS RELEASE

ecoSPIRITS Bermuda and BermudAIR Partner to Bring Closed Loop Spirits to the Skies



Bermuda 19 April 2024 – ecoSPIRITS Bermuda – along with Bermuda Gin Co. and Goslings Rum – have partnered with premium airline BermudAIR to bring closed loop spirits into airline service for the first time worldwide. Under the new collaboration, BermudAIR will be supplied with both Bermuda Gin Co. gins and Goslings rums in ecoTOTE format for onboard service on all the airline's flights operating out of Bermuda. The low waste spirits will feature in special cocktails for Business Class travellers.

In July 2021, ecoSPIRITS signed a Licensed Operator Agreement with Bermuda Gin Co., a move which led to the introduction of circular spirits technology to a small island nation for the first time. Roy Fellowes and his family now operate both Bermuda Gin Co. and ecoSPIRITS Bermuda. Many hotels and

bars across the island now take regular deliveries of spirits such as Bermuda Gin Co's Pink House and White Roof Gins, and Gosling's rums in ecoTOTE format.

BermudAir first launched in 2023 as the first locally established airline in Bermuda operating two planes, with year-round connections between Bermuda and US destinations including Boston and Fort Lauderdale, as well as Toronto in Canada. The spirits will be served onboard in branded refill bottles that can be used many times. These bottles are collected, cleaned and refilled from ecoTOTEs landside at BermudAir's operations hub at the L.F Wade International Airport in Bermuda.

The move to bring closed loop spirits to the airline industry marks another first for ecoSPIRITS and it follows last year's move into the cruise ship sector, in partnership with cruise ship operator Carnival Cruise Line and leading spirits producer Bacardi Limited.

ecoSPIRITS Bermuda participates in the ecoSPIRITS Oceans Program, where each order of a blue Ocean Conservation Edition ecoTOTE 3.0S placed by Climate Partners such as BermudAir, funds the removal of one kilogram of single use plastic and glass waste from endangered marine environments

Adam Scott, Founder and CEO, BermudAIR: *"We are honoured to be the first airline partner worldwide for this innovative sustainability-focused company and its initiatives. We've been conducting responsible, practical in-cabin operations with sustainability as a priority since launch. So this partnership with ecoSPIRITS, and our colleagues at Bermuda Gin Co. and Goslings, is a natural step in our continued commitment to operate with sustainable principles across the organisation as much as possible and wherever the opportunity arises."*

Roy Fellowes, Founder of Bermuda Gin Co.: *"We are delighted to have our Pink House and White Roof gins available on the inflight beverage menus. BermudAir embraced the opportunity to receive our gins in a format that reduces waste, reduces carbon emissions and supports environmental clean-up. It seems fitting that as Bermuda was the first small island nation to engage with ecoSPIRITS, BermudAir is the first airline in the world to do so. Two small important firsts for ecoSPIRITS and the island of Bermuda."*

Paul Gabie, CEO, ecoSPIRITS: *"BermudAir is the first airline worldwide to take up the challenge of eliminating single use glass in onboard beverage service. The launch of this creative new partnership shows what is possible in an entirely new use environment for circular packaging. We are grateful to BermudAir for their*

**JOIN THE REVOLUTION
END SINGLE USE GLASS**

**www.ecospirits.global @ [ecospirits.global](https://www.instagram.com/ecospirits.global)
#ecospirits #lowcarbon #lowwaste #nosingleuseglass**

sustainability leadership and to our great Bermuda-based brand partners – Bermuda Gin Co. and Goslings – for their ongoing support and collaboration.”

For media inquiries about BermudAir, please contact Pat Phillip-Fairn, Head of PR and Corporate Affairs, BermudAir, on pat.phillip-fairn@flybermudair.com or for general information on ecoSPIRITS, you may contact Sonya Hook, Head of Communications at sonya.hook@ecospiritsglobal.com

About Bermuda Gin Co.

Bermuda Gin Co. is a local, family-owned business established in 2019. The first product Pink House Gin was launched in November 2019 with White Roof Gin hitting the local market in June 2020. Both gins are hand crafted in small batches and the recipes and flavour profiles were developed to capture the essence of Bermuda. This was achieved by including hibiscus in the Pink House and prickly pear in White Roof. These spirits feature in uniquely crafted cocktails across multiple bars, restaurants and hotels throughout Bermuda. The gins are also available for retail purchase from many supermarkets and liqueur stores on the island. For Pink House and White Roof, today Bermuda, tomorrow the world. For more information, please visit www.bermudaginco.com

About BermudAir

BermudAir is Bermuda's boutique airline, committed to redefining the travel experience. With a fleet of Embraer E175 aircraft renowned for exceptional performance and passenger comfort, BermudAir exemplifies its commitment to excellence. Operating convenient flights to and from Westchester County Airport, Boston Logan International Airport, Fort Lauderdale-Hollywood International Airport, Orlando International Airport and Baltimore/Washington International Thurgood Marshall Airport, BermudAir enhances connectivity to the U.S. East Coast, contributing to the growth and prosperity of Bermuda. BermudAir also operates flights to Toronto Pearson International Airport and Halifax Stanfield International Airport in Canada. With a dedication to exceptional service and curated onboard offerings that showcase the island's renowned hospitality and varied food and beverage available locally, BermudAir provides an unparalleled travel experience. For more information, and to book flights, please visit www.flybermudair.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 a transformative carbon footprint reduction. Founded in Singapore in 2018, the ecoSPIRITS technology is now available in more than 27 countries across Asia Pacific, Europe and the Americas. Nearly 3,000 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 by late 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.

-END-

**JOIN THE REVOLUTION
END SINGLE USE GLASS**

**www.ecospirits.global @ [ecospirits.global](https://www.instagram.com/ecospirits.global)
#ecospirits #lowcarbon #lowwaste #nosingleuseglass**