

16/07/2024

PRESS RELEASE

Leading Australian Spirits Producer Husk Distillers Joins ecoSPIRITS and Proof & Co



Melbourne 16 July 2024 – Proof & Company, ecoSPIRITS' licensed operator for Australia, has launched distribution of seven craft spirits from Husk Distillers' portfolio in ecoTOTE format across the country. Husk Distillers, which recently joined the Proof & Company stable of distribution brands, is known for its 'farm to bottle' philosophy and passion for sustainability, and is the producer of popular Australian-born brands, Ink Gin and Husk Rum. ecoTOTE processing for this new partnership is taking place at Proof-s new co-packing partner, The Melbourne Distilling Co, with ecoTOTES of the new spirits now available for distribution to on-trade venues across the country. At a later stage, Proof & Company also plans to introduce Husk brands in ecoTOTE format to venues in New Zealand.

As ecoSPIRITS' first licensed operator in the Asia Pacific region, Proof & Company has led the expansion of the ecoSPIRITS technology in Australia – as well as Singapore, Mainland China, Hong Kong SAR and New Zealand – since 2019. Since it was founded in 2012, Proof & Company has evolved into one of Asia Pacific's leading independent spirits companies.

Husk started in 2012 when founder and CEO, Paul Messenger, planted the crops to create the country's first cane juice rum. Ink Dry Gin will be the first of Husk's gins to be available in ecoTOTE format, with Ink Sloe & Berry Gin and Ink Art Gin variants set to join later this year. These will join four of the producer's rums to be offered in ecoTOTE format: Husk Rare Blend Rum, Husk Pure Cane Rum, Husk Coconut Rum and Husk Bam Bam Spiced Rum.

Husk Farm Distillery is based in Northern New South Wales, near to Australia's Gold Coast. The company's ethos is to make spirits that reflect the land as a 'farm to bottle' producer, which means it adopts sustainable 'full circle' distilling practices. Husk looks at sustainability in every part of its business, such as capturing and reusing rainwater, using solar power and reducing waste wherever possible.

Harriet Messenger, Head of Marketing, Husk Distillers, said: "ecoSPIRITS fits beautifully with our business. We already bulk supply to bars to reduce waste, but the ecoSPIRITS system is a much better, neater and more sustainable system because the packaging is designed to be reusable. We continuously look at all areas of our business to try to minimise the output of waste. I think ecoSPIRITS will resonate with our customers as well, because it is so well aligned with our existing production processes and brand values."

Daniel Donnelly, Senior Brand Manager for Husk Distillers, Proof & Company, said: "We now have a team of seven on the road in Australia and it's our number one focus across all our brands, with ecoSPIRITS playing a big part in this. By delivering Husk brands in ecoTOTE we are not only doing great things for the environment but it is also a more cost-effective way to serve drinks. So it's really hitting the mark nicely and we are excited about what the potential could be."

**JOIN THE REVOLUTION
END SINGLE USE GLASS**

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

James Wynn-Williams, Sales Manager, Asia Pacific, ecoSPIRITS, said: "I am really excited to see these sustainable and much-loved brands go into ecoTOTE format so that people across Australia can enjoy low waste drinks made with Husk Distillers' spirits. This producer is a great fit with Proof & Company's ethos and its brands sit well within Proof's portfolio, while also aligning well with the ecoSPIRITS closed loop system. We are confident this will be a successful partnership all round."

For media enquiries or general information on ecoSPIRITS, please contact Sonya Hook on Sonya.Hook@ecospirits.global.

About Husk Distillers

Husk Distillers makes hand-crafted rum in small batches from the finest quality, freshly crushed sugar cane, grown, harvested, aged and bottled at Husk Farm Distillery. As Australia's first agricultural rum distillery, we are developing this style of rum with a "farm to bottle" philosophy, using sugar cane grown 100% on our farm. Our volcanic soil, sub-tropical climate and local cane varieties combine each harvest to create something unique. The terroir of the Caldera Coast is reflected in every dram of Husk Rum. For more information, please visit www.huskdistillers.com

About Proof & Company

Proof & Company is one of Asia Pacific's leading independent spirits companies, merging a disruptive approach to independent spirits distribution with a team of highly regarded bartenders and educators, a customer-focused mindset and the region's leading hospitality clients. From offices in Singapore, Hong Kong, Shanghai, Beijing, Melbourne, Sydney, Adelaide, Auckland and Christchurch, Proof & Company manages the exclusive distribution of a portfolio of independent spirits, craft cocktail ingredients, and premium bar tools and glassware. For more information, please visit www.proofandcompany.com or follow @proofandcompany on Instagram.

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. Together with our brand partners, importers, distributors, wholesalers, venues, and retailers, we are already making a difference.

**JOIN THE REVOLUTION
END SINGLE USE GLASS**

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