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PRESS RELEASE

Diageo's Ketel One Makes ecoTOTE Debut in The Netherlands with Amanti Cocktails



Amsterdam 01 October 2024 – Diageo has launched distribution of its Ketel One vodka brand in ecoTOTE format in The Netherlands, as part of its recently announced global agreement with ecoSPIRITS. ecoTOTEs are filled at a new ecoPLANT at The Nolet Distillery in Schiedam where Ketel One is produced, and they are then deployed to premium cocktail company, Amanti Cocktails, for the creation of pre-mixed cocktails. Amanti is distributing the Ketel One cocktails – such as the espresso martini – to more than 100 bars in cities including Amsterdam, Rotterdam and The Hague. The activity marks the first time Ketel One vodka has been made available in ecoTOTE format globally.

Ketel One is a family-made vodka brand created in 1983 by the Nolet Family in Schiedam, in the Netherlands. In 2008, the Nolet Group created a 50-50 joint venture company with Diageo to market and distribute Ketel One globally. The Schiedam-based distillery is now home to a new ecoPLANT, where ecoTOTEs are filled (and cleaned, sanitised and refilled) with Ketel One vodka.

Ketel One vodka in ecoTOTE format is sent from the ecoPLANT to the Amsterdam-based company, Amanti Cocktails, where it is made into pre-mixed cocktails such as the much-loved espresso martini, for delivery to bars across the country. The empty ecoTOTEs are sent back to the ecoPLANT, where they are cleaned, refilled and sent back to Amanti, up to 150 times, eliminating the need for more than 1,500

glass bottles per month. The ecoTOTE is expected to deliver a carbon emissions reduction after the sixth use, with an anticipated total carbon reduction of 60%.

More than 100 bars in the Netherlands are taking delivery of the pre-mixed cocktails, including the three-strong Benjis, and the popular restaurant-bar, Badhuis, all based in Amsterdam. Amanti is also working with Hilton Double Tree hotel in Amsterdam, which will start with a new draft cocktail concept before the end of 2024.

This activity in the Netherlands represents one of the first new markets part of an expected 18 for Diageo, since it announced a three-year global agreement with ecoSPIRITS in November 2023, for the distribution of a range of Diageo spirits in ecoSPIRITS' circular packaging technology. Diageo first started working with ecoSPIRITS through the Diageo Sustainable Solutions programme in 2021.

Clara Keenan, Global Head of Ketel One, Diageo, said: "We are delighted to partner with ecoSPIRITS so Ketel One can now be distributed in ecoTOTE, helping us to reduce the number of glass bottles used and our carbon footprint. We're the bartenders' favourite vodka, so we're making it even easier for them to use Ketel One, whilst also delivering a sustainability benefit."

Kas de Bruijne, Co-Founder, Amanti Cocktails, said: "At Amanti Cocktails we are passionate about sustainability and reducing waste, so this partnership, which features Ketel One delivered in the low waste ecoTOTE format, aligns well with our company ethos."

Jack Davis, Global Customer Success Manager, ecoSPIRITS, said: "Ketel One vodka is much-loved by bartenders globally and is a great brand for premium pre-mixed drinks, so we are delighted it has been chosen to debut the ecoSPIRITS packaging technology for Diageo in the Netherlands, in collaboration with Amanti Cocktails. This will immediately reduce single use packaging waste for more than 100 bars while also making it quicker and easier for venues to serve Ketel One cocktails."

For media enquiries, please contact Sonya Hook, Head of Communications at ecoSPIRITS, at sonya.hook@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 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 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.

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