

22/10/2024  
PRESS RELEASE

## ecoSPIRITS and Local Spirits Partner with Scandic Hotels Across Denmark



**Copenhagen 22 October 2024** – Local Spirits, ecoSPIRITS' licensed operator for Denmark, has signed an agreement with Scandic Hotels Denmark – the Danish division of the largest hotel chain in the Nordics region – to supply its range of ecoTOTE format spirits and liqueurs to the hotel group's properties across the country. Most of the company's hotels in Copenhagen have already made the switch to closed loop spirits packaging, with a total of 27 outlets across Denmark expected to transition over the coming months. Scandic Hotels Denmark's partnership with Local Spirits includes both pouring spirits and liqueurs, which will be featured as Danish-made and organic spirits on drinks menus alongside details of the sustainability-focused partnership with ecoSPIRITS. The new collaboration will help Scandic Hotels Denmark eliminate more than 95% of the packaging waste associated with its most popular spirits pours, while also supporting its ambition to forge new relationships with local and organic producers.

In March 2023, the Danish drinks company, Local Spirits, started working with ecoSPIRITS as its licensed operator for Denmark. The company sells and distributes more than 300 (mostly local and organic) products from 25 different Danish producers, as well as a few international craft brands. It has 20 different spirits SKUs available in ecoTOTE format, which it supplies to more than 100 outlets across Denmark.

Scandic Hotels has the largest and widest network of hotels in the Nordic market, with 280 hotels in operation in six countries. Its Danish arm comprises 27 outlets, and of these, many of the Copenhagen-based sites have already started taking delivery of spirits in ecoTOTE format. By moving to closed loop packaging, Scandic Hotels Denmark will avoid 60-90% of the carbon emissions and eliminate more than 95% of the packaging waste associated with the packaging and distribution of its most popular spirits pours. The group is also participating in the ecoSPIRITS Forest Program, whereby one tree will be planted for every ecoTOTE delivered to a Scandic hotel in Denmark, jointly funded by ecoSPIRITS, Local Spirits and the spirits brand partners.

In addition to its commitment to a more sustainable future, Scandic Hotels Denmark has a focus on supporting local suppliers. Scandic is now the first major hotel chain in Denmark to use Local Spirits as its main supplier, with 15 SKUs packaged in ecoTOTE format, including the hotels' house pour spirits, such as its house pour gin: Local Spirits Distilled (LSD)'s Organic Gin, made in Denmark using organic botanical ingredients. Also on the list is the Danish double malt whisky, Stauning HOST, and some house pour liqueurs such as Bad Boy Coffee Liqueur from Danish producer, Bad Company Spirits.

**Karsten Felvang Nielsen, F&B Director, Scandic Hotels, said:** "I am pleased that we are expanding the collaboration with Local Spirits to all our 27 hotels. In addition to this, by taking delivery of spirits in ecoTOTE format, we are eliminating the need for several thousand single use glass bottles. It is in Scandic's DNA to take responsibility when it comes to even more sustainable transformation and hotel operations, and I hope that our collaboration with Local Spirits can lead others to make similar choices."

**Jeppe Rasch Christensen, Partner and Chief Commercial Officer, Local Spirits, said:** "The fact that Denmark's largest hotel chain has selected us as their main supplier of spirits is a huge recognition of our work with local and organic producers, and our use of environmentally-friendly and CO2-saving delivery solutions. We are proud that Scandic is placing its trust in us because this will hopefully pave the way for more people to open their eyes to local and organic premium spirits and to ecoSPIRITS' circular delivery solution, as reuse is clearly preferable to recycling when it comes to glass packaging."

**Iain McPherson, Sales Director, EMEA, ecoSPIRITS, said:** "Jeppe, Martin and the Local Spirits team are focused on working with like-minded players in hospitality. By using the ecoSPIRITS system Scandic Hotels Denmark will soon see a significant reduction in packaging waste and CO2e, alongside the practical benefits of using ecoSPIRITS. The transition to circular requires every partner to contribute to the closed loop, and I'm thankful that Local Spirits, its brand partners, and Scandic, recognise the efficiencies of ecoSPIRITS."

For media enquiries, please contact Sonya Hook, Head of Communications at ecoSPIRITS, at [sonya.hook@ecospirits.global](mailto: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,

**JOIN THE REVOLUTION  
END SINGLE USE GLASS**

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

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