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PRESS RELEASE

## ecoSPIRITS Officially Launches in Ireland with Local Spirits Company, Lough Ree Distillery



**Dublin 12 December 2024** – ecoSPIRITS has fully launched its closed loop service for spirits in Ireland, in partnership with the licensed operator for the region, Lough Ree Distillery. ecoSPIRITS Ireland now offers a wide range of low waste spirits to help venues across the region eliminate single use packaging waste and reduce their carbon emissions footprint. The spirits, developed in-house at Lough Ree's distillery in County Longford, are packaged in ecoSPIRITS' reusable 4.5L ecoTOTE™ format at the distillery's on-site ecoPLANT. In recent months, several bars in Ireland have started taking delivery of spirits in ecoTOTES, which – once empty – are returned to the ecoPLANT™ to be cleaned, sanitised and refilled, ready to return to the venue as part of the closed loop process.

Lough Ree Distillery is based in the town of Lanesborough, Co. Longford, which is conveniently located in the centre of Ireland, offering easy access to all the island's major cities and regions. The family-run company, which was established in 2018 by Michael and Peter Clancy and their sister Sheila Mullen, began working with ecoSPIRITS at the end of 2022. Lough Ree is known for its pioneering and creative approach to developing new spirits brands, and this outlook extends into other areas of the business. By working with ecoSPIRITS, and leading the transition to the circular economy for spirits in Ireland, the company is making sustainability a core element of its innovation strategy.

Lough Ree produces a wide collection of award-winning spirits and many are now available in ecoTOTE format for delivery across Ireland. Brands available in ecoTOTE format include: Bart's Blended Irish Whiskey, Sling Shot Distilled Irish Gin, Pinkie Distilled Irish Gin, Whippy Vanilla Vodka and Nua Irish Vodka. On average, brands packaged in ecoSPIRITS' reusable ecoTOTE format benefit from a 95% reduction in packaging waste and a 60-90% reduction in carbon emissions associated with the

packaging and distribution of premium spirits. Venues also benefit from a reduction in storage space.

Several venues in Ireland have already started taking delivery of spirits in ecoTOTE format. These include:

**PYE Bar** in Dundrum, Dublin, claims to be Dublin's most dog-friendly bar. The bar has a big selection of events, as well as a cosy whiskey snug. PYE was one of the first to work with ecoSPIRITS' closed loop packaging system in Ireland, creating sustainable Pornstar and Espresso Martinis, using Whippy Vodka delivered in ecoTOTE format.

**Churchtown Stores Pub** in Churchtown, Dublin, is a family-run establishment with a reputation for its good sense of community. The former hardware store has a wide-ranging drinks menu, including cocktails such as Espresso Martini's (known as 'Churchtown Confession'), and the Whiskey Sour ('Churchtown Sour' and more, made using spirits delivered in the reusable ecoTOTE format.

**Little Pig Speakeasy** is another Dublin-based venue, now taking delivery of Lough Ree's spirits in ecoTOTE format. In true speakeasy-style, this venue is hidden away in the city of Dublin and it is designed with a nod to the luxurious interiors of the 1920s. A New York Italian-inspired menu matches the drinks list.

**Skelly's Bar & Guesthouse** in Ballymahon is an example of a venue close to Lough Ree Distillery, which has now joined the ecoSPIRITS' Climate Partner Program. Skelly's is the place to go to meet friends and relax with a drink by a roaring fire, alongside a warm welcome and live music. The traditional Irish bar has a rustic feel, yet they have moved with the times to serve directly from ecoTOTEs, pouring the same great products with more convenience for bar staff.

**Ryan's of Camden Street**, Dublin, is a traditional Irish pub located in the heart of Dublin city. At Ryan's, which was established as a pub in 1872, you can experience an authentic Irish pub vibe. The venue started pouring Pinkie Distilled Irish Gin and Sling Shot Gin from this month (December 2024) and early in 2025, Ryan's will also sell an own-label brand, Ryan's Whiskey, which is selected and developed by Lough Ree Distillery and delivered in ecoTOTE format.

**Peter Clancy, CEO, Lough Ree Distillery, said:** "We've had great success with ecoSPIRITS across our full range of customers, from high end cocktail bars to busy traditional pubs, hotels and wedding venues. Our customers like the convenience and efficiency of this low waste format and are happy to eliminate single use glass and cardboard waste. Venues have upgraded their pouring products from standard to premium and consumers appreciate that they are getting better tasting drinks and better value for money."

**Iain McPherson, EMEA Sales Director, ecoSPIRITS, said:** "Ireland has a fantastic array of busy traditional pubs, impressive cocktail bars, and high-energy destinations and it has been inspiring to see the range of outlets that have embraced the technology. Lough Ree's commitment is enabling Ireland's vibrant hospitality trade to embrace a circular solution that removes waste and makes the best use of resources. Personally, it has been a pleasure to work closely with the Lough Ree team, and I am thankful for Sheila, Michael, Peter and Darragh who work collaboratively to make circular a reality in Ireland."

For media inquiries or general information on ecoSPIRITS, you may contact Sonya Hook, Head of Communications [sonya.hook@ecospiritsglobal.com](mailto:sonya.hook@ecospiritsglobal.com)

#### **About Lough Ree**

Founded and run by sibling trio Peter and Michael Clancy and their sister Sheila Mullen, Lough Ree Distillery is the ultimate family business. Commencing operations in 2018 by opening a micro distillery in their hometown of Lanesborough, Co. Longford, the company has an impressive product portfolio of multi award winning products. Lough Ree's brand emphasises the power of connection – connecting whiskey tradition with modern technology, connecting the gentle pace of rural Ireland with the confidence of a new generation and finally connecting people from far and wide through fine spirits. With innovation at the heart of the business, the team became the first to distil peat as a botanical with their Sling Shot Gin, while Bart's Blended Irish Whiskey is a complex blend of grain, pot still and peated malt whiskeys with malt whiskeys finished in Rye and Oloroso casks. The company also has The Bridge series of Single Cask Whiskies. For more information, please visit <https://www.lrd.ie/>

#### **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 further 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. For more information, visit: [www.ecospirits.global](http://www.ecospirits.global).

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