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## PRESS RELEASE

### ecoSPIRITS to Launch in Portugal with Licor Beirão, Starting with Music Festivals



**JULY 2025** | The team behind Portugal's bestselling spirits brand has signed an agreement to become the licensed operator for ecoSPIRITS across the country. Casa Redondo, the distributor of the popular Portuguese liqueur, Licor Beirão, will launch closed loop service for spirits across the region. The initial focus will be this summer's major music festivals across Portugal, starting with NOS Alive in July. By deploying spirits in the reusable ecoTOTE format to festival bars across the country, Casa Redondo aims to avoid the production of more than 20,000 glass bottles.

Casa Redondo is a family-owned Portuguese beverage company with a portfolio of more than 50 spirits and wine brands. It was founded in 1940 and now operates in more than 70 countries. The iconic Licor Beirão will be one of the first to go into ecoTOTE format and it will be delivered to festival bars across the country, followed by venues in the cities of Lisbon and Porto. The traditional serve for this herbal liqueur is over ice or with a lemon twist, and it is also a popular base for cocktails, such as the Caipirinha and Maracujão. Other spirits from the distributor will also pioneer the ecoTOTE format for Portugal, including The FoxTale Gin; and Aperitivo Per Se.

**Daniel Redondo, CEO, Casa Redondo, said:** "As a leading brand in the spirits market, we want to continue to be a benchmark in the industry, taking an active role in introducing solutions with a positive impact in areas that concern us, such as sustainability."

**Iain McPherson, Sales Director, EMEA, ecoSPIRITS, said:** "The appointment of Casa Redondo as ecoSPIRITS' Licensed Operator for Portugal reinforces the company's determined and



innovative approach to spirits, and highlights why it is a leader in the industry. I am delighted for the bars, festivals, and restaurants across Portugal that can implement ecoSPIRITS technology, massively reducing their reliance on single use glass. I look forward to working with Casa Redondo to launch and develop the market."

## ENDS

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### 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 28 countries across Asia Pacific, Europe and the Americas. More than 3,000 leading bars, restaurants, hotels and retailers have adopted the technology. 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.