

# Bacardi halves plastic in holiday gift packs



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Spirits group Bacardi has announced that this holiday season its gift packs will contain 50% less plastic than last year.

Bacardi is removing 147 tons of single-use plastic used annually in its gift packs through innovative new designs, which remove the need for plastic, and by replacing plastic inserts or trays with sustainable alternatives made from cardboard certified by the Forest Stewardship Council.

This year's 50% cut is a big step towards Bacardi achieving its 2023 goal of removing 100% of all single-use plastic from its gift packs and point-of-sale materials, and the company's 2030 goal of being 100% plastic free.

The range of gift packs includes 100% plastic-free designs, available for the first time this holiday season, including packs for many of the company's brands, including Bacardi Reserva Ocho, Grey Goose vodka, Bombay Sapphire gin, Bombay Bramble gin, Martini Fiero and Dewar's 12yo blended Scotch whisky.

The 100% plastic-free gift packs are available in select markets globally throughout the holiday season.

"As a family-owned company for nearly 160 years, we have crafted exceptional drinks enjoyed by generations of consumers," said Rodolfo Nervi, Vice President Global Safety, Quality & Sustainability for Bacardi. "We have achieved this long success by always looking to the future and doing the right thing for our consumers, our customers and our company. Today's announcement confirms this. We want to be the most environmentally responsible global drinks company and we will only achieve this ambition by constantly exploring and investing in new innovations, like sustainable alternatives to plastic, which will help us meet our environmental goals."

As part of its Corporate Responsibility program, Good Spirited, and in line with the United Nations Sustainable Development Goals, Bacardi has set a number of goals which it is committed to achieving by 2025.

These goals, which are in addition to the company's commitment to be 100% plastic free by 2030, include: 50% cut in greenhouse gas emissions; 25% cut in water consumption; 100% key raw materials and packaging sourced sustainably; 100% of product packaging to be recyclable; 40% recycled content of product packaging materials; and zero waste to landfill at all production sites.