

# Diageo creates the first-ever plastic-free paper-based spirits bottle



Made entirely from sustainably sourced wood, the bottle will debut with Johnnie Walker, the world's number one Scotch Whisky, in early 2021

Pulpex Limited has developed a “first-of-its-kind” scalable paper-based bottle designed and developed to be 100% plastic-free and expected to be fully recyclable. Made from sustainably sourced pulp to meet food-safe standards, the bottle will be fully recyclable in standard waste streams. This technology will allow brands to rethink their packaging design(s) or move existing design(s) into paper, without compromising the current quality of the product.

Pulpex Limited's technology encourages the team to produce a variety of plastic-free, single-moulded bottles that can be used across a range of consumer goods. The packaging has been designed to contain a variety of liquid products and will form part of Diageo's commitment towards accomplishing Goal 12 of the United Nations Sustainable Development Goals: Responsible Consumption & Production.

“We are proud to have created this world first. We are constantly striving to push the boundaries within sustainable packaging and this bottle has the potential to be truly ground-breaking. It feels fitting that we should launch it with Johnnie Walker, a brand that has often led the way in innovation throughout its 200 years existence,” comments Ewan Andrew, Chief Sustainability Officer, Diageo PLC.