

Distilled Spirits Aotearoa
Choose to Reuse



Greenbottle
Change for Good

Bottled Spirits & the After Life

What happens to them once the party is over?



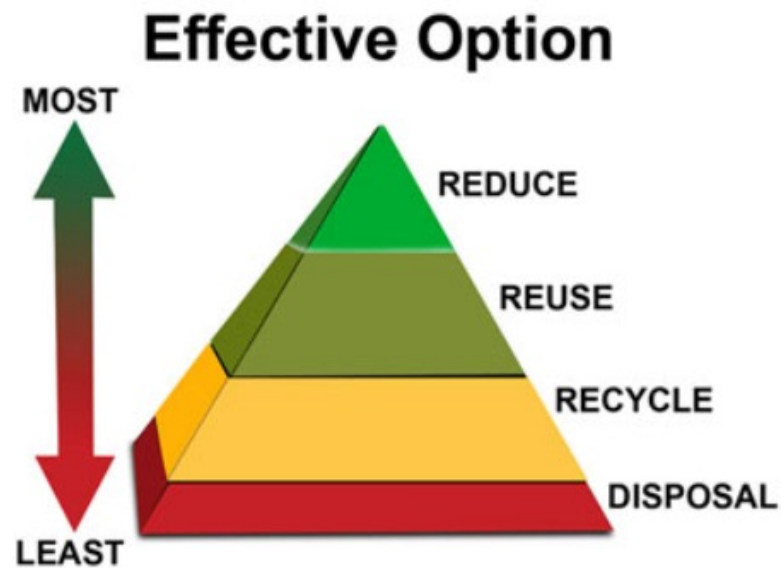
The end of the line for glass

Recycling, roads, landfill & nature. Reuse about 1%
Not all glass recycling systems are created equal



Best practice for end of life

Waste hierarchy (more reuse + less packaging)



What is eternal life ?

Glass makers tell us glass bottles are infinitely recyclable
But at what cost to the environment is glass recycling?
Intense energy use & planned obsolescence (single use)

Glass furnace (1500 degrees)



Bottle washer (80 degrees)



Reuse.. the new gold standard?

What some glass makers are now saying

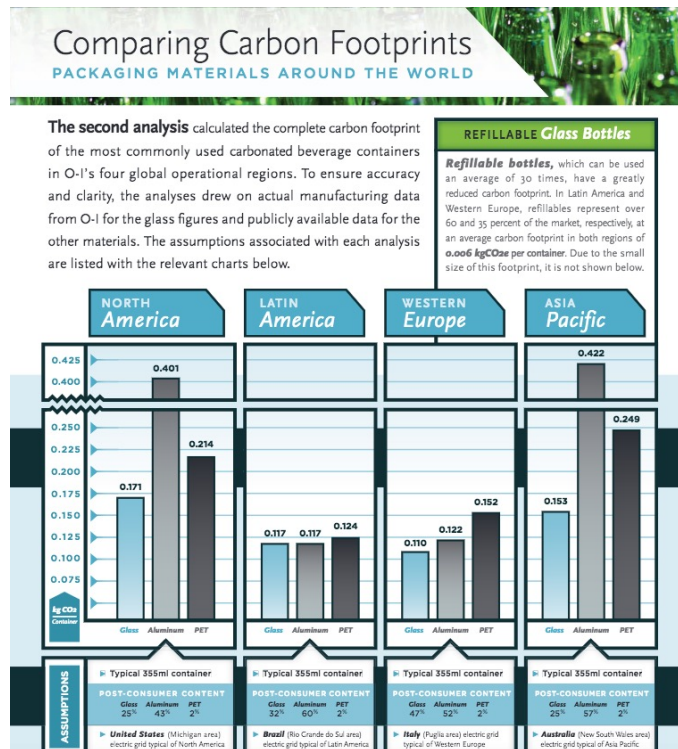
* Verallia is the worlds 3rd largest glass maker for food & beverage

The needle is shifting rapidly, and **there is now a global consensus that reusing should become the gold standard.**

“As glassmaking experts, we cannot afford to be smug about producing an infinitely recyclable material. That’s a great starting point for our industry. But glass is only sustainable when it is reused when and wherever possible and does in fact get recycled.” - Michael Giannuzi, CEO of Verallia (Verallia White Book).

Reducing emissions by up to 95%

Light weighting of glass can help but its not the answer



1 recycled glass bottle has roughly the same CO₂ emissions as 20 reused ones

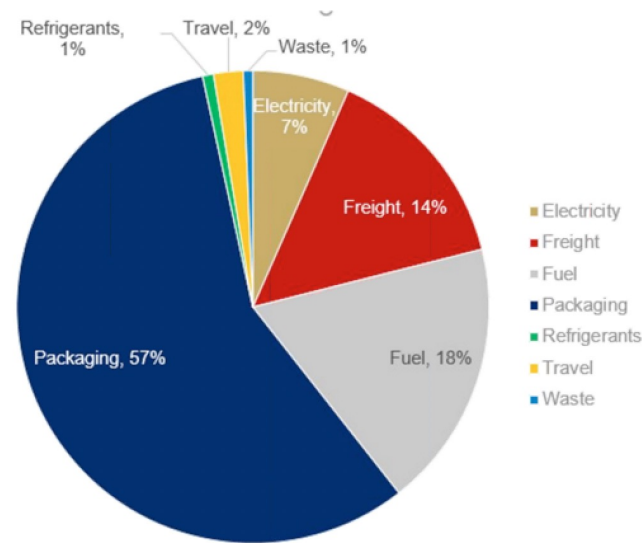
Glass is considered the best refillable material (not plastic or cans)
It can be reused dozens of times if its handled correctly & with care



Scope 3 emissions – The big rock

They are from supplier assets (packaging & freight) added to your product
The NZ Wine industry focused on measuring & tackling Scope 3 emissions

Yealands has reset its emissions target to be “Carbon Positive” by 2050, with a 50% reduction to be achieved by 2030. “With that came a shift,” says Michael, noting a transition from focussing on reducing scope 1 and 2 emissions, by tackling electricity and diesel use, to a greater focus on what happens to the wine after it is made, with scope 3 emissions including packaging and freight. Michael says approximately 80% of the company’s emissions come from scope 3, “so anything we can do in that space is going to be really beneficial for us long term”. It takes “a much broader, longer-term view to address those challenges, and ideally an industry wide approach”, Michael adds.



Global emissions reduction targets

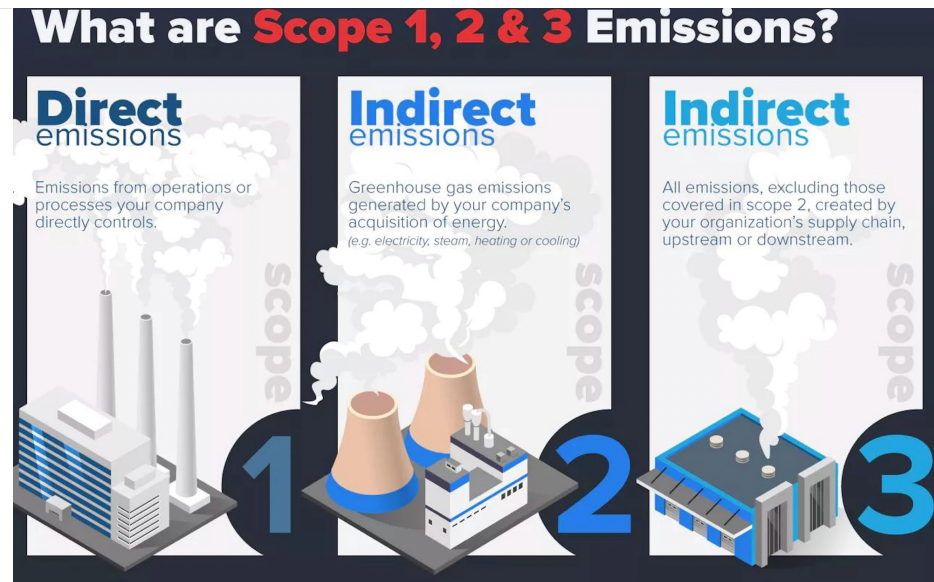
Climate Change is now real & is the most pressing issue of our time

Qu: What will your business do to help mitigate its destructive effects?
Net Zero 2050 is not a target. It's a journey that begins with a single step



“You cant improve what you don’t measure”

quote : Peter Drucker



Striking a new balance

Less recycling = More reuse



Strategic Public Partnerships



ECCA - Genless Research

Business is not in tune with consumers

Customers want businesses to take action

71%

of kiwis actively research the sustainability of a brand before purchasing

24%

of kiwi businesses believe their customers or suppliers are encouraging them to do more for the planet

82%

of kiwi consumers want businesses to do more to reduce their environmental impact

Auckland Consumer Research

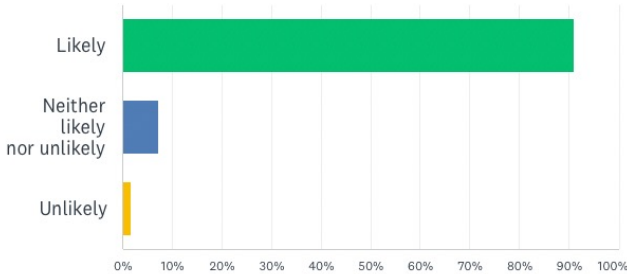
Engaging directly with the community & consumers



2023 Research Key Results

If you had the option in 2024 to return some of your empty drink bottles & cans for reuse vs recycling , how likely are you to do this?

Answered: 235 Skipped: 2

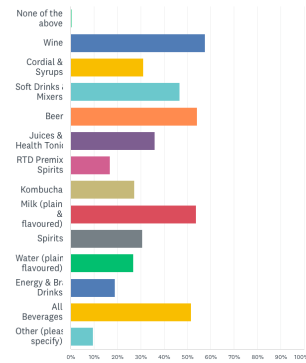


ANSWER CHOICES	RESPONSES
▼ Likely	91.06% 214
▼ Neither likely nor unlikely	7.23% 17
▼ Unlikely	1.70% 4
TOTAL	235

Drinks Importance

What type of drink containers would you like to see reused in glass bottles the most? (select ones that are most relevant or important to you or select all)

Answered: 231 Skipped: 6

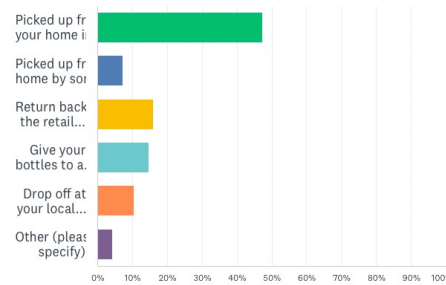


ANSWER CHOICES	RESPONSES	
None of the above	0.43%	1
Wine	57.58%	133
Cordial & Syrups	31.17%	72
Soft Drinks & Mixers	46.75%	108
Beer	54.11%	125
Juices & Health Tonics	35.93%	83
RTD Premix Spirits	16.88%	39
Kombucha	27.27%	63
Milk (plain & flavoured)	53.68%	124
Spirits	30.74%	71
Water (plain & flavoured)	26.84%	62
Energy & Brain Drinks	19.05%	44
All Beverages	51.52%	119
Other (please specify)	Responses 9.52%	22

Collection/Return Method

If you had a choice about how you could return the drink bottles you take home for reuse which of the following options would you most likely choose

Answered: 237 Skipped: 0



ANSWER CHOICES	RESPONSES
▼ Picked up from your home in a returnable crate alongside your usual council recycling collection	47.26% 112
▼ Picked up from home by someone independent of your local council like an online delivery service	7.17% 17
▼ Return back to the retail outlet where you purchased the drinks from (eg a supermarket or liquor store)	16.03% 38
▼ Give your bottles to a local community group or school to assist them with their fundraising	14.77% 35
▼ Drop off at your local community recycling centre or any other designated bottle drop off point.	10.55% 25
▼ Other (please specify)	Responses 4.22% 10
TOTAL	237

International Trends



**The most sustainable
choice in the beverage
aisle**

The nation's only statewide Refillable Bottle Program, made possible by OBRC's seamless operating network

REFILLABLE BOTTLES. REBORN.

OBRC's high redemption rate and statewide network made it possible to introduce washable, refillable bottles that can be used again and again. Refillable bottles come with big carbon savings (96% over one-way bottles, according to some studies), and they come back through the same system. High-quality bottles, less waste, a lower carbon footprint and great beverages – what's not to love?

New Zealand reuse heros

DB & Lion



Bond Store



Oaklands



Liquor reuse is now evolving



Steinlager owner Lion Breweries is testing returnable crates. Photo / Supplied

Auckland collection pilot Q2/Q3 2025

Zero emission vehicles collecting qualifying bottles at kerbside in Waitemata. Up to 2000 households & 100 on-premise outlets

In tandem with this pilot a trial with Auckland Airport business



Our Investment = Your Opportunity

High speed bottle washing delivering immediate change at scale
Processing up to 20 million bottles pa @ speed of 5000 bottles ph
No capex is required for beverage companies already using glass



small changes for Big Benefits

Standardised bottles & wash off compatible labels
Your existing glass bottle may already be reusable

The bottle of the future already exists and it's reusable

REUSE**READY**



Quality control post wash inspection process

Man vs machine



High speed EBI



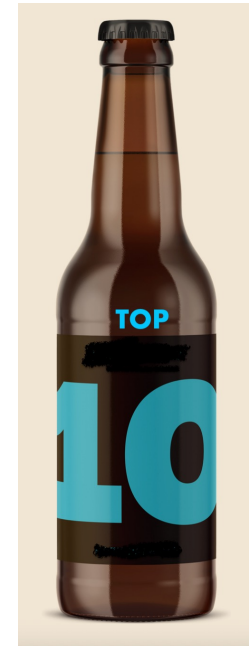
Collected with care, not crushed

Handled with care in 100% recycled plastic crates



Reasons to Reuse in 2025

1. Dramatically reduce GHG emissions on bottles by up to 95%
2. Start lowering your base packaging costs for glass spirit bottles
3. Paper labels are composted vs burned off with glass recycling
4. Less waste to landfill or nature & less down cycling into roads
5. Less raw material is being wasted in the glass recycling process
6. Supply chain issues improved with a steady local supply of glass
7. Lower MOQ's than glassmaking offering greater choice of supply
8. Less reliance on glass imports lowering foreign exchange payments
9. More jobs created locally in both collection and processing of glass
10. Fundraising for community groups assisting with glass collections



Critical Success Factors

1. Switch to wash off compatible labels
2. Support an industry standard glass bottle
3. Select bottles with a lighter glass weight
4. Consider closures & how they are removed
5. Commit now to a positive **change for good**



Make a Change for Good !

