



More than just a pretty wrapping: the essential role of packaging for spirits

#SpiritOfSustainability

MAINSTREAMING REUSE FOR A CIRCULAR FUTURE

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Mainstreaming Reuse *for a circular future*

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Global Packaging Sustainability Program Manager

CONSUMERS WANT CHANGE

61% of consumers say they're likely to switch to a brand that is more environmentally friendly than their current brand

**New Report Finds
Overwhelming Majority of
Consumers Are Willing to Pay
More for Sustainable Packaging**

Consumer demand for sustainable packaging holds despite pandemic

Why a sustainable supply chain is critical to the future of consumer products

Regulators around the world are adopting various approaches for minimizing & managing packaging waste

REFILL

RETURN

AT HOME



AT HOME

REFILL
at home

RETURN
at home

ON THE GO



ON THE GO

REFILL
on the go

RETURN
on the go

REFILL

RETURN



GLOBAL SUPPLY CHAINS

OBSTACLES TO OVERCOME



**GLOBAL
SUPPLY
CHAINS**



**CONSUMER
ACCEPTANCE**

OBSTACLES TO OVERCOME



**GLOBAL
SUPPLY
CHAINS**



**CONSUMER
ACCEPTANCE**

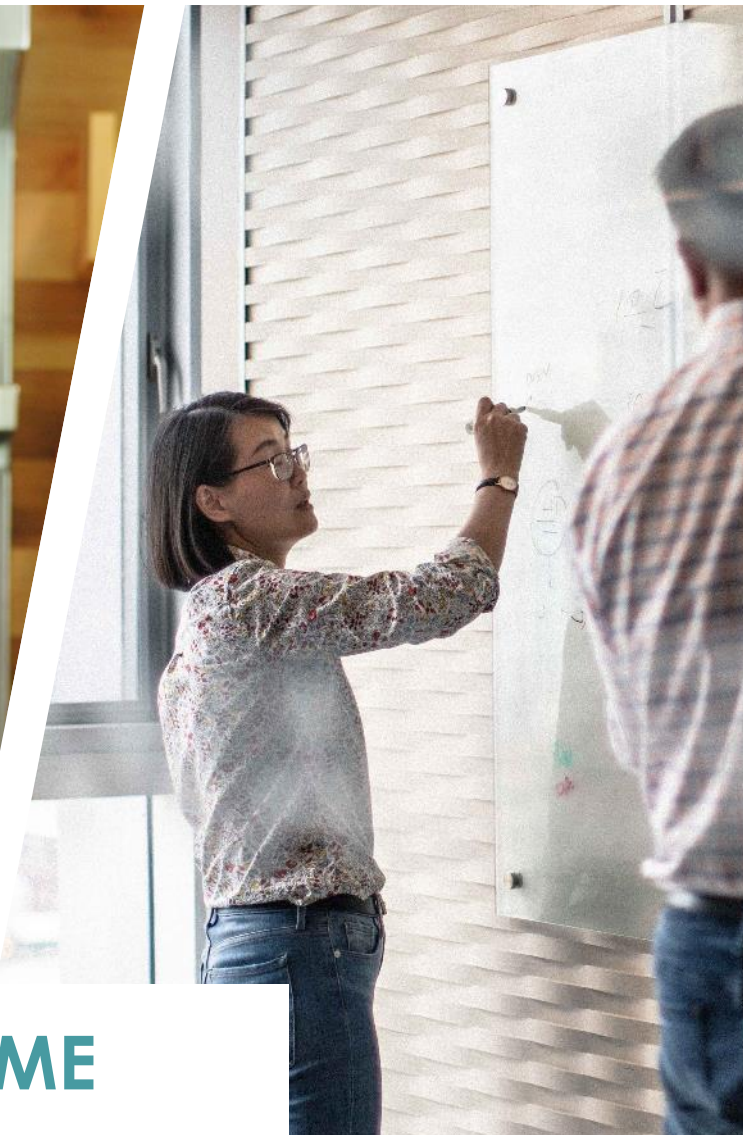


**PUBLIC
POLICY**

OBSTACLES TO OVERCOME



GLOBAL SUPPLY CHAINS



OBSTACLES TO OVERCOME



Challenges to implementing a mainstream **reuse** model

Efficient manufacturing hubs supplying markets around the world

Reliable & cost-effective global suppliers

Local bottling to minimize carbon & financial impact of reverse logistics

Local suppliers supplying many more manufacturing sites





**GLOBAL
SUPPLY
CHAINS**

Challenges to implementing a mainstream **refill** model

Leverage this model for region-specific products unable to make around the world & maintain similar manufacturing footprint

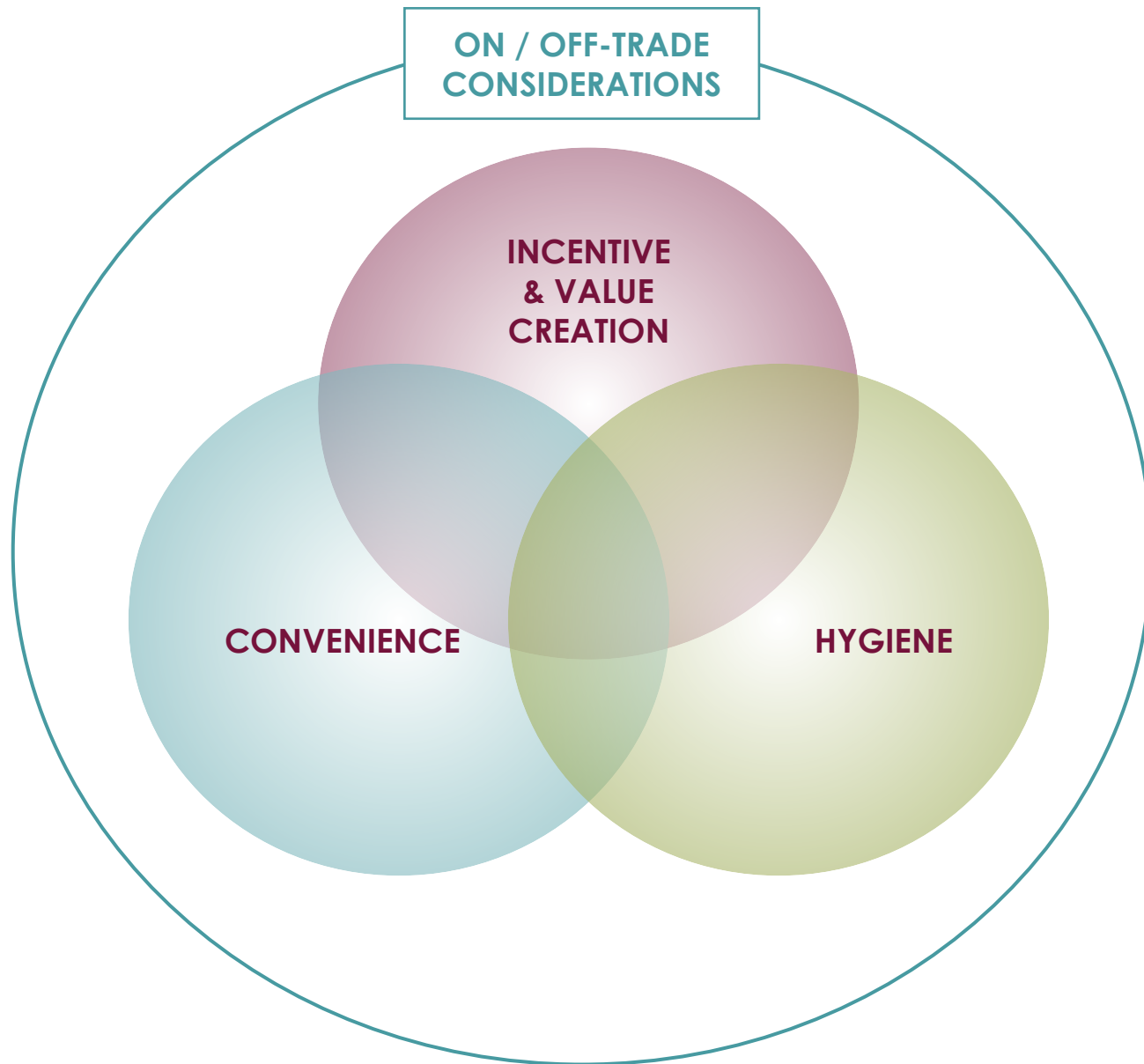
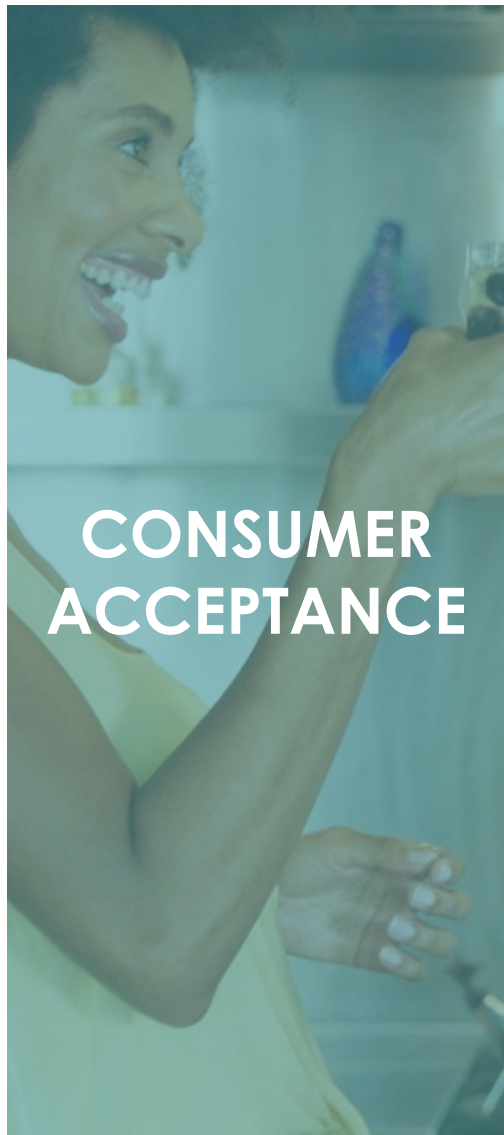
Challenge creating value at-home refill for premium products
→ need further innovation

Need to be mindful of end-of-life value packaging





OBSTACLES TO OVERCOME





**PUBLIC
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OBSTACLES TO OVERCOME

DIAGEO



PUBLIC POLICY



Need to ensure control at refill stations

1. Confirm LDA at point of sale
2. Prevent over-consumption
3. Ensure correct taxation



Encourage legislation that can nudge consumers & producers into making more sustainable decisions

1. Promote eco-modulation for packaging EPR
2. Support set-up of effective & efficient return schemes to drive consumer participation

REASONS TO BELIEVE



Small scale trials underway around the world, long been utilized in developing markets



Time is now to nurture existing work, get creative, and educate consumers



Need to partner across the value chain to mainstream reuse for a circular future



**KEEP WALKING
WITH US TOWARDS
A BRIGHTER,
MORE SUSTAINABLE
FUTURE.
FOR EVERYONE.**