

Sustainaholics' expands range with new sustainable wine category



Sustainaholics aims to make the discovery of innovative independent premium sustainable drinks brands a standard part of the travel experience

**Sustainaholics Founder
David Mills**



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[Sustainaholics](#), the B2B travel industry sustainable product specialist, has launched its new sustainable wine category with two different wine brands. The aim is to appeal to a broad customer base in the industry.

Simpsons' Wine Estate, internationally acclaimed English still and sparkling wine brand, and Italian craft wines brand When in Rome have been added to Sustainaholics' portfolio. Both names are looking to minimize their impact on the environment; Simpsons' Wine Estate is fully accredited with the "Sustainable Wines of Great Britain" scheme.

The product specialist is working with airline airport and cruise ship operators in the UK and beyond to provide them with a coherent, customer facing, sustainability-led product proposition and recently secured a debut travel retail listing with Tourvest Retail Services, with further listings under active discussion.

"Traveling is about opening your mind to new experiences and Sustainaholics wants passengers to be able to discover new sustainable products during their journey, so we're delighted to launch our wine collection with two very different brands sharing the same commitment to innovation and sustainability.

"Simpsons is a Sustainable Wines of Great Britain producer offering world class high quality premium English wines from Kent, underlining why English wine makers need to be given the profile they merit in travel retail.

"When in Rome is committed to decarbonizing the wine industry offering a superb quality to value proposition with Italian craft wines that are kind on the environment and come in innovative

lightweight paper bottles and aluminium cans ideally suited to the travel industry,” says David Mills, Founder at Sustainaholics.

“We are extremely excited to be launching our wines into the travel trade and to be working with the perfect partner, Sustainaholics, who share the same passion for protecting the environment as ourselves.

“Sustainability is at the heart of everything we do at Simpsons’ Wine Estate and we believe this resonates more than ever with frequent travellers, who are increasingly concerned about their own travel footprint and who want to offset this by purchasing sustainable products,” adds Charles Simpson, Co-Founder at Simpsons’ Wine Estate.

“When in Rome is delighted to be partnering with Sustainaholics, whose climate friendly ethos very much mirrors our own. Thanks to their impressive distribution network, we look forward to seeing our sustainable product range appear at airports, and on ships and planes where the carbon saving from lighter packaging is even greater,” says Rob Malin, Founder at When in Rome.