

Sustainaholics adds two new spirits brands to growing portfolio



Avallen Calvados FrugalPac



Penrhos is making the switch from glass packaging to 100% recycled, reusable aluminum containers

[Sustainaholics](#), the B2B travel industry sustainable product specialist, has enhanced its sustainable spirits collection with the addition of two new brands: Availed and Penrhos. Each brand now provides

different lightweight bottle alternatives to glass.

[Avallen](#) (B Corp Calvados) & [Penrhos](#) (Handcrafted Waste Fruit Gin) have joined the company's growing collection of sustainable spirits brands available across the travel industry.

The team at Sustainaholics is working with airlines, airports and cruise ship operators in the UK and beyond to provide them with a coherent, customer facing sustainability-led product proposition. Having recently secured a listing with Tourvest Retail Services on High Life Shop, further listings are under discussion for 2023.

“Sustainaholics want the discovery of innovative independent premium sustainable drinks brands to become an integral part of the travel experience. Having launched the travel industry’s first sustainable spirits’ range with one of the most prestigious airlines in the world, we’re committed to expanding our range.

“We’re delighted to welcome Avallen and Penrhos to our portfolio whose many sustainability credentials include each coming in unbreakable lightweight bottles ideally suited for travel, with Avallen’s paper bottle and Penrhos’ UK industry-first aluminium bottle around half the weight of glass when full,” says David Mills, Founder, Sustainaholics.

“We’re buzzing to join the Sustainaholics portfolio with our planet positive Calvados and being a part of the journey to improve the sustainability of travel,” comments Stephanie Jordan, Co-Founder, Avallen

“We are two farming families who started Penrhos Spirits not because we thought the world needed another gin brand, but because we wanted better for our wibbly wobbly waste fruit. And it just so happened it created a tasty gin that was truly unique.

“We are so excited to be working with Sustainaholics alongside some innovative brands who like us care for our environment. We are looking forward to involving the airlines airports and cruise ships in our new journey,” adds Harriet Williams, Sales Director, Penrhos.