

Sustainaholics launches range of sustainable spirits in miniature recyclable aluminium bottles



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[Sustainaholics](#), the specialist provider of sustainable drinks brands to the travel industry, has launched a new spirits miniature bottle innovation in collaboration with the spirits brands it represents.

According to the company, The Alumini is an ultra-light, compact, shatterproof, 100% recycled and infinitely recyclable aluminium bottle that's a circular solution design and the lowest CO2 emission bottle for 5cl spirits miniatures.

Created for the travel and hospitality industry with sustainability and operational efficiency at its core, the unique design fits many more bottles into restricted storage spaces such as on-board airlines, cruiseships and hotel minibars.

This increases stock availability, providing greater choice for all customers, greater revenues and profits for retail customers. The Alumini has been shortlisted as a finalist for Best Sustainable Product of the Year for the 2023 Travel Retail Awards and the brands now available in the Alumini are Penrhos Spirits, Avallen Spirits, Black Cow Vodka, Hyke Gin, Two Drifters Distillery, Oxford Artisan Distillery & Ellers Farm Distillery.

David Mills, founder of Sustainaholics, said, "This is a genuine game changer and the sustainable alternative to the heavy, fragile glass and plastic PET bottles available today. It's the only collection of sustainable liquids in sustainable packaging and designed to be the best commercial, operational and customer service choice available to the travel industry."

Charlie Turner, cofounder, Penrhos Spirits, said, "During our journey into aluminium formats, the more research that we did the more benefits we discovered - we're convinced we are moving in a better direction by swapping over to 100% recycled aluminium in not only 5cl but 70cl bottles too."

Gemma Wakeham, co-founder, Two Drifters said, "Two Drifters are excited to be using the Aluminis. They are a perfect solution for the travel retail industry, the weight saving (compared to glass) is huge and equates to actual reductions in carbon emissions."