

Bacardi cuts carbon footprint of glass bottle production for first time in spirit industry

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Family-owned spirits company, Bacardi has completed the worldâ??s first commercial production of a glass spirits bottle fueled by hydrogen in a trial earlier this month.

Bacardi worked with premium glassmaker, Hrastnik1860, to pioneer new technology that powered a glass furnace with hydrogen as its primary energy source and in doing so cut the Greenhouse Gas (GHG) emissions typically produced as a byproduct of glass bottle production.

The bottle, which for the trial was the iconic ST-GERMAINÂ® elderflower liqueur bottle, is identical in appearance to the bottle produced using traditional methods and will reach bars and stores in the coming weeks.

Throughout the trial, which produced 150,000 of the brandâ??s 70 glass bottles, hydrogen contributed more than 60 per cent of the fuel for the glass furnace, cutting GHG emissions by more than 30 per cent.

To achieve its ambition of becoming the most environmentally responsible global spirits company, Bacardi is continuously investing in innovations and exploring opportunities to use pioneering new technology to help achieve its ultimate goal of Net Zero.