

Diageo introduces Everpour

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Diageo announces the trial of Everpour, an innovative new keg and integrated bottle dispense system, initially with Smirnoff, the world's number 1 vodka brand, at selected bars in and around Dublin, Ireland. This trial is the latest sustainability initiative announced as part of a wider drive across Diageo to reduce the carbon emissions of its key brands.

The development of Everpour has been led by Diageo's Breakthrough Innovation team in partnership with Hodges & Drake and features reusable kegs which pipe spirits to a dispensing unit. There are four dispensing options to best suit the bar environment. The bespoke innovative technology automatically refills the bottle of Smirnoff once it is placed in the Everpour unit, and once the keg is empty, it is collected, cleaned and refilled by Diageo before being re-distributed to participating bars. After its long lifespan, the unit will be collected by Diageo and the unit will be separated for recycling.