

Spirits Packaging

HYKE GIN

PCR Aluminium Bottle



Neville and More, A TricorBraun Company, Advances HYKE Gin's Sustainability Mission with 100% PCR Aluminium Bottle Solution

To further its mission of creating delicious spirits while preventing food waste, Foxhole Spirits launched HYKE Gin in 2019. The gin utilises thousands of fresh grapes left over from the packing process in the supermarket supply chain. During packing, grapes are trimmed to fit into punnets, but those that fall off are often wasted. HYKE Gin turns this potential waste into a premium gin by blending these surplus grapes with a British grain spirit and botanicals.

"HYKE Gin was originally available in a 70-cl glass bottle. To further their sustainability goals, HYKE Gin contacted Neville and More seeking a recyclable aluminium solution that would replicate their glass bottle's overall look and feel," said Danni Eaton, Sales Executive, Neville and More.

HYKE Gin had initially explored aluminium suppliers in Asia but discovered they only offered virgin aluminium solutions. Leveraging its extensive network of suppliers, Neville and More recommended a 100% post-consumer recycled (PCR) aluminium bottle format for HYKE Gin. The material is lightweight, durable, corrosion-resistant, and capable of 360-degree decoration.

Neville and More also recommended sourcing the bottle from a supplier in Europe to significantly reduce the carbon emissions associated with transportation.

The supplier confirmed its ability to provide 100% PCR aluminium packaging with full traceability.

"We chose Neville and More because they were the only company that offered a bottle solution made from 100% PCR aluminium," said Simon Pierce, Commercial Manager, HYKE Gin. "Additionally, their facility is conveniently located within 50 miles of our headquarters in England and just 20 miles from our distillery, significantly reducing our environmental footprint."

It has truly been a pleasure working with Neville and More. They have been incredibly knowledgeable and supportive in ensuring we got exactly what we wanted to achieve our sustainability goals.

— Simon Pierce, Commercial Manager
HYKE Gin

Minimising the Carbon Footprint and Maximising Efficiencies

Simon Pierce highlighted the findings from HYKE Gin's research on switching from glass to aluminium, noting, "The PCR aluminum bottle is 40% lighter than HYKE's glass bottle and takes up less space. So, when we pack

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them in boxes, we save 35% in volume, allowing us to fit 48% more bottles on a full-size pallet.”

“Additionally, the lightweight nature of aluminium helps reduce fuel consumption during transportation and recycling it consumes 90% less energy compared to glass¹,” said Pierce.



Pierce also noted that HYKE Gin required a food-safe inner lining to prevent the gin from touching the aluminium: “Danni went above and beyond to find a supplier for sourcing an approved inner lining free of Bisphenol A (BPA). The liner protects the contents and is durable enough to prevent leaks.”

HYKE Gin recently launched, and Pierce is thrilled with the consumer feedback on the bottle’s “beautiful” aesthetics.

“It has truly been a pleasure working with Neville and More. They have been incredibly knowledgeable and supportive in ensuring we got exactly what we wanted to achieve our sustainability goals,” said Pierce.

TALK TO A NEVILLE & MORE PACKAGING CONSULTANT

At Neville & More, we leverage our global scale, comprehensive scope, and unparalleled expertise to solve customers’ complex packaging problems and help them win in the marketplace.

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¹ Professor Ian Williams and Alice Brock, University of Southampton