



Q de bouteilles



Pernod Ricard
France
2018 > 2018
#ResourceEfficiency
#WasteManagement



Objective

To reuse glass bottles consumed at Pernod Ricard internal events giving these otherwise discarded bottles a second life.

Description

In order to repurpose its glass bottles in France, Pernod Ricard has been partnering with the company “Q de Bouteilles” to produce drink glasses from empty bottles. This circular, upcycling approach has allowed Pernod Ricard to use these glasses for numerous internal events.

Results

Since the launch of this action in April 2018, roughly 1,500 bottles have been transformed into glasses (November 2018).

Pernod Ricard works with Q de Bouteille on an ongoing basis using their services to repurpose bottles left over at all internal events.

Some of the Pernod Ricard brands are also starting partnerships to create limited editions with Q de Bouteille.

Website

<https://www.faiseursdeboite.fr/emeric-cruchant-fleuriau-et-gauthier-decarne-fondateurs-de-q-de-bouteilles>

Downloads

Photo gallery

