

Diageo announces paper-based bottle trial for Baileys Irish cream liqueur

28 May 2024 | News

In partnership with PA Consulting, as part of the Bottle Collective with PA and PulPac, Diageo is trialling a Dry Molded Fiber bottle which is 90 per cent paper



In partnership with PA Consulting, as part of the Bottle Collective with PA and PulPac, Diageo is trialling a Dry Molded Fiber bottle which is 90 per cent paper

Diageo, the maker of Johnnie Walker Scotch Whisky, Don Julio Tequila and Guinness has announced new plans to trial paper-based packaging for Baileys, the Original Irish Cream Liqueur.

In partnership with PA Consulting, as part of the Bottle Collective with PA and PulPac, Diageo is trialling a Dry Molded Fiber bottle which is 90 per cent paper, with a thin plastic liner and a foil seal.

The bottle is designed for recycling in standard paper streams and does not require the consumer to separate the plastic liner from the paper bottle when disposing. The 2,000-bottle trial with consumers will be on Baileys, the Original Irish Cream Liqueur, mini format (80ml) at Time Out Festival in Barcelona, Spain.

This is Diageo's first consumer-facing trial with paper-based bottles and will test how the bottles travel from the filling site in Ireland to Barcelona, along with how consumers interact with the material, and how they understand the sustainability credentials of the paper bottle.