



Sustainaholics and the portfolio of brands it represents is thrust into the spotlight in the fourth Sustainability Pitch of TR Sustainability Week (4-8 September).

The London-based spirits disruptor was established in 2021 in a bid to bridge the gap between consumer demand for sustainable products and services and challenger brands seeking exposure and travel retail partnerships.

During the Sustainability Pitch, Sustainaholics presented its latest The Alumini Collection of 5cl sustainable miniatures, which **as revealed by TRBusiness** are produced using 100% PCR (*post-consumer recycled*) aluminium, ultra-compact, lightweight and shatterproof 5cl.

Founder David Mills answered questions put to him by our expert panel of Sustainability Guardians, including compliance around sustainability communications in the face of the EUs adoption of a proposal for a directive on green claims, and the circularity solution offered by the companys trademarked The Aluminis miniatures.

Already achieving its objective of acquiring listings on land, sea and air this year working with partners including Condor Ferries, Lagardère Travel Retail and Tourvest Retail Services, 2023 **Global Travel Retail Awards finalist** Sustainaholics is using its portfolio to harness travel retails potential as a example for ethical consumerism globally.

Please watch the video below to find out whether Sustainaholics was credited as a four-star TR Sustainability Trailblazer or five-star TR Sustainability Hero.

You find out more about this year's Sustainability Guardians, and how the Sustainability Pitch initiative works, by reading the Explainer Video below.

VIEW NOW: The Sustainability Pitch Session 1: Chilly's

VIEW NOW: The Sustainability Pitch Session 2: Ferrero

VIEW NOW: The Sustainability Pitch Session 3: Beam Suntory

WATCH THE EXPLAINER VIDEO

About TR Sustainability Week: 4-8 September 2023

Register for VIP access. You can sign up in seconds to stay updated on our dynamic digital content programme. If you haven't already done so, [please do register by clicking here](#). Registered delegates receive handy reminders about the content that's available to view.

Join the live conference sessions. Sustainability is important to TRBusiness, which is why the event is 100% complimentary to attend. To join the live conference sessions on Tuesday 5 and Wednesday 6 September, please [click here](#). All the live conference sessions will be available to watch on-demand, following the live broadcasts.

View our sustainability content. Stay close to the [dedicated section on our website](#) to view TR Sustainability Week content, including this year's Sustainability Pitches.

Read the Sustainability Issue. The dedicated TRBusiness Sustainability Issue 2023 can be read [here](#).

To find out more, about TR Sustainability Week 2023 please visit:
www.travelretailsustainabilityweek.com

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