# Green Code bourbon leads sustainable packaging revolution in spirits



The alcohol beverage industry is witnessing a transformative shift towards sustainability, spurred by innovative packaging solutions that prioritise environmental efficacy without sacrificing product quality. One of the most notable developments in this landscape is the introduction of the Green Code Kentucky Straight Bourbon Whiskey, encased in a pioneering paper bottle developed by FrugalPac.

The Green Code bourbon, produced by the World Whiskey Society, is a significant advancement in both product and packaging. Housed in a container that weighs five times less than traditional glass bottles, this remarkable packaging consists of 94% recycled paperboard with a food-grade inner pouch. This design not only dramatically reduces the carbon footprint associated with transportation, being advertised as having an 84% lower footprint, but also aligns with the growing consumer demand for eco-friendly products.

Rob Van Renterghem of Signal 7, the wine brand that first utilised FrugalPac's technology, expressed at its launch in 2022 an enthusiasm for the visual potential of the bottle, saying, “I was thrilled when I saw the Frugal Bottle as it literally serves as a blank canvas for artists to share their talents.” This perception of the bottle as an artistic opportunity could enhance marketing strategies, providing spirits brands with ample space for creative branding.

Alex Kogan, CEO of World Whiskey Society, articulated the vision behind the Green Code bourbon as a step toward sustainable practices in the spirits sector. He stated, "It’s a bold step toward the future of sustainable packaging in the spirits industry. The viability of this alternative is clear when you look at the benefits: the Green Code Straight Bourbon is five times lighter than glass, has a carbon footprint of up to six times lower than a glass bottle, and is fully recyclable.”

Despite its many advantages, Kogan acknowledged potential consumer hesitance regarding the new packaging, which shifts away from the traditional glass formats familiar to whiskey enthusiasts. However, he remains optimistic about consumer acceptance once they experience both the user-friendly aspects and the environmental benefits.

The implications for the spirits industry are multifaceted. Kogan suggested that the conventional reliance on glass packaging might be supplemented or even shifted by this innovation, paving the way for similar products across the market. Not only could the lighter, paper-based bottles facilitate easier transport and usage in environments where glass might be restricted, like outdoor events and certain venues, but they also enable brands to pronounce their commitment to sustainability.

Industry observers can expect a rise in the adoption of such sustainable packaging solutions as brands increasingly recognise the necessity of eco-friendly practices. Kogan further underscored the importance of this shift, indicating that while Green Code bourbon is the organisation's first release in paper packaging, they are actively exploring further sustainable innovations that harmonise quality with environmental consideration.

In summary, the emergence of the Green Code Kentucky Straight Bourbon Whiskey encapsulates a critical evolution in the alcoholic beverages market. It illustrates both a commitment to sustainability and an opening for brands to reimagine product packaging, potentially reshaping consumer preferences and industry standards in the years to come. As these environmentally conscious trends evolve, brands that adapt will likely maintain relevancy and meet the ever-growing consumer demand for sustainable practices.

Source: [Noah Wire Services](https://www.noahwire.com)

## References

* <https://reupliquor.com/products/green-code-kentucky-straight-bourbon> - This URL supports the claim about Green Code Kentucky Straight Bourbon being crafted by the World Whiskey Society with a focus on sustainability, using packaging made from 94% recycled paperboard.
* <https://www.prnewswire.com/news-releases/world-whiskey-society-announces-the-launch-of-green-code-kentucky-straight-bourbon-302361896.html> - This URL corroborates the introduction of Green Code Kentucky Straight Bourbon Whiskey by World Whiskey Society, highlighting its eco-friendly packaging and reduced carbon footprint.
* <https://www.cleanthesky.com/innovation/world-whiskey-society-1> - This URL supports the claim about the Green Code bourbon's innovative packaging, which is fully recyclable and significantly reduces carbon impact compared to traditional glass bottles.
* <https://www.frugalpac.com/> - This URL would provide information about FrugalPac, the company behind the innovative paper bottle technology used for the Green Code bourbon, though it is not directly mentioned in the search results.
* <https://www.noahwire.com> - This URL is mentioned as a source but does not directly support specific claims about the Green Code bourbon without additional context.
* <https://www.signal7.com/> - This URL would relate to Signal 7, a wine brand that utilized FrugalPac's technology, though it is not directly mentioned in the search results.
* <https://onmilwaukee.com/articles/green-code-paper-whiskey-bottle> - Please view link - unable to able to access data