Baileys Bottle

Improvement

Minimisation of primary packaging
Prevention of secondary packaging

Description of changes

Baileys Irish Cream is the number one selling liqueur in the world and the sixth largest selling spirit brand. Launched in 1974, Baileys is now sold in 130 countries and accounts for 6% of all Irish food and drink exports.

The change to the Baileys bottle design included a new label, and a slightly different shaped bottle which was, importantly, lighter than its predecessor. The new bottle has less glass without compromising the structural integrity of the bottle. The primary objective for this new design is to minimise the amount of glass being supplied by Baileys to the Irish and International markets. In addition five of the six cardboard slip trays were replaced the re-usable plastic trays on each pallet (it is necessary to leave the top cardboard slip tray for stability reasons).

Environmental benefits

- Cardboard packaging saved per annum: - 52.9 tonnes
- Glass packaging saved per annum: - 377.8 tonnes

Balance of improvements

Packaging Reduction	Before	After	Prevention
Lightweighting of bottle	1265g	1118g	11.6%
Removal of Cardboard	1.32kg	0.27kg	80%

website: http://www.baileys.com

Diageo Baileys

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MEMBERS WORKING FOR THE ENVIRONMENT