



Cooper King Distillery

Overview:

The Challenge: Just like any other food or drink business, a distillery requires numerous inputs and generates waste products.

The Circular Solution: Cooper King Distillery works to ensure their processes are as circular and sustainable as possible.

The Result: The company saves Carbon, 13,000 litres of water and transport costs whilst providing premium spirits with truly sustainable credentials.

The Challenge:

The premium spirit market in the UK has exploded in recent years, with the number of distilleries registered in the UK almost trebling between 2015 and 2017.

However, just like any other food or drink business, distilleries demand inputs and generate waste products.

Circular Opportunities	
Save Energy	
Reduce Waste	
Optimise Equipment	
Boost Your Brand	

Optimise Equipment



Even small-scale 'craft' distilleries which claim to be sustainable can have a damaging impact on the local environment, generating more GHG emissions, sending waste to landfill and incineration and wasting valuable resources such as water.

The Solution:

From the very outset, Chris Jaume and Abbie Neilson at Cooper King Distillery aimed to create a truly sustainable distillery.

“We built Cooper King Distillery on the basis that it was environmentally, financially and socially sustainable. We vowed to protect and promote the local environment by leading the industry in sustainability and proving that great products can be made and enjoyed by those who value the planet,” explains co-founder Chris.

“We’ve started by making our raw inputs as sustainable as possible as that’s where we felt we could have the biggest impact.”

“For us, sustainability is ingrained within the company’s culture. We see all too often businesses engaged in greenwashing their customers, by tacking on token sustainability measures purely to claim ‘eco-friendly’ credentials. While any progress a company can make is a good thing, their commitment should go further than skin deep.”

Cooper King is powered by green energy company Ecotricity. This means that 100% of the electricity they use is guaranteed to be from renewable sources, which drastically reduces their environmental footprint. They also produce their gin through an energy efficient cold-distillation process under vacuum. While most gins are distilled hot, the cold-distillation cooling system saves the distillery significant amounts of water each year.

“We scrutinise everything within the business - from the weight of our bottles to the cotton used in our branded t-shirts, to replacing sticky tape with recyclable paper packing tape and using origami cardboard boxes instead of bubble wrap. We’re hooked on finding a sustainable solution to every problem,” says Chris.

The distillery distills their spirits using honey from their on-site beehives and locally grown lavender, and has begun trials growing their own botanicals, including basil and lemongrass.

Their spent botanicals go to local bakery Haxby Bakehouse to be used in their bread, whereas the barley left over at the end of the whisky mashing process are collected by a local farmer to feed livestock.

Optimise Equipment



“Other spent botanicals which are unsuitable for baking are composted on site and then used to help us grow more - a satisfying closed loop.”

Cooper King has also signed up to support 1% for the Planet. The partnership requires that they donate 1% of all gin sales to the Yorkshire Dales Millennium Trust. The distillery goes further than this commitment, donating 2.5% of gin sales to the charity.

“For every bottle of gin sold, we plant a square metre of woodland in the Yorkshire Dales. We go and do the planting with the charity during the winter planting season, so the impact is really tangible. It also makes for a fresh day out!” says Chris.

Cooper King is also the first distillery in the country to offer a gin refill scheme. Customers can bring their empty Cooper King bottle to the distillery at Sutton-on-the-Forest any Saturday and enjoy a 15% discount.

The Result:

Cooper King’s commitment to Ecotricity may be more expensive than conventional energy sources, but it returns a percentage to funding green energy projects in the UK.

Their cool distillation system saves the company 13,000 litres of water per year. It also helps preserve fresh flavours, giving them a unique selling point against other premium spirit brands.

“Our glass bottles are 300g lighter than the average premium spirit bottle. They’re therefore easier to transport, which means our logistics cost less and generate fewer emissions - plus, at the other end, the customer is paying for the gin rather than the bottle.” says Chris.

“Our sustainability story is rooted in real values close to ours and the public’s hearts, but it’s also helped make our brand distinctive in a very competitive market.”

Feeling Inspired? Get started today

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