

## Sustainable beverage-packaging collection initiative across the North

3 years ago



[WDS Group](#) has announced it is partnering with hospitality businesses across Manchester, Cheshire, Lancashire, North Wales and Yorkshire to make a positive environmental impact.

For almost 14 years, the Bury-based beer, wine and spirits wholesaler and distributor has been minimising its carbon footprint, operating a zero-landfill model and fully recycling all its trade waste. It now supports the beverage industry across the region to be more sustainable. During its deliveries to pubs, bars, cafés and restaurants, the company collects empty KeyKegs that may otherwise end up as landfill.

KeyKegs are sustainable, designed-for-circularity beer, wine and other beverage kegs produced by OneCircle; once empty, they can be processed to recover the actual raw materials used to produce new KeyKegs. WDS Group joined OneCircle's Return Partner Network in early 2019 and has already collected 65 tons of empty Kegs for recycling. During last summer alone, it collected 10,000 empty KeyKegs.

An environmentally conscious hospitality industry is creating a buoyant market for sustainable waste-management solutions. From Sheffield to Stoke, Lancaster to York, and everywhere in between, a steady stream of businesses have approached the company to return empty KeyKegs to the circular economy, helping protect the environment. As more empty kegs are collected, the amount of circular material in each new KeyKeg will steadily increase, conserving natural resources.

Manchester's Reserve Wines imports world-class wine sustainably, direct from wineries in Italy, France, Spain and Portugal. Shipped in lightweight KeyKeg to reduce the environmental impact, the fresh wines are served in Reserve Wines' bars and decanted into reusable bottles in its shops. WDS Group collects up to 100 empty KeyKegs per month from Reserve Wines.

Buyer Nic Rezzouk said: “With help from WDS Group we are able to make closed-loop recycling a success — we could not have achieved it alone. Our future focus is wine on tap, so with WDS Group and KeyKeg we can serve high-quality, delicious-tasting wines and be sustainable.”