

SELFRIDGES LAUNCHES SUSTAINABLE DRINKS

In line with the launch of Project Earth, Selfridges transformational new sustainability initiative, Selfridges is launching a range of sustainably made and ethically sourced drinks. From rum made with discarded banana peel and gin made using leftover citrus from Selfridges' very own restaurants to drinks packaged with biodegradable packaging that breaks down in just 45 days, each brand has been carefully selected to help customers to shop more sustainably.



SEEDLIP

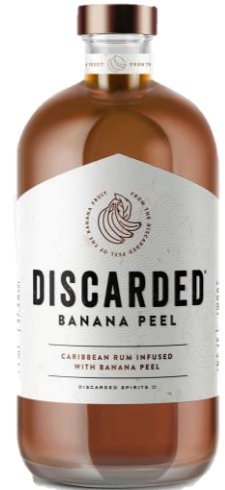
Seedlip's Spice 94 is now available in a 100% biodegradable giftbox made from Mycelium (a network of fungi roots) that can be composted at home, breaking down within 45 days.

[Selfridges.com](https://www.selfridges.com), £42.99, exclusive to Selfridges.

DISCARDED RUM

Made by infusing Caribbean rum with discarded banana peel, Discarded has found a way to re-purpose rum that was originally used to impart flavour to casks for whisky maturation. Once extracted, banana peel provides a fresh toffee note with a fruity balance whilst maintaining the foundation flavour of an iconic Caribbean rum. Serve neat over ice or shaken in a Daiquiri.

[Selfridges.com](https://www.selfridges.com), 500ml, 37.5%, £29.99.



RUINART SECOND SKIN

Champagne lovers who are seeking both a sustainable and stylish gift will be able to purchase a completely new concept in champagne gifting with the Ruinart second skin case. The ultra-light 100% paper skin has been crafted entirely from natural wood fibres sourced from sustainably managed European forests. Easily removable once the bottle is empty, the second skin casing and bottle are both 100% recyclable.

[Selfridges.com](https://www.selfridges.com), 75cl £69.99, exclusive to Selfridges.



CLASE AZUL TEQUILA

Clase Azul have redesigned their iconic bottle so it can be reused and repurposed as a pendant lamp, tumbler or ornament. Each bottle is made by hand by a collection of over 100 artisans based in the small Mexican town of Santa Maria Chanchesda.

[Selfridges.com](https://www.selfridges.com), 700ml, £310, exclusive to Selfridges

For further information and images please contact:

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SELFRIDGES & CO



SAPLING VODKA

Sapling distillers work with the High Atlas Foundation and ensure a tree is planted for every bottle sold. Creamy, smooth and made with four-times distilled British wheat, it makes the perfect vodka to make a White Russian.



[Selfridges.com](https://www.selfridges.com), 700ml
£34.99.

STOCKPORT GIN

Using leftover citrus from Selfridges' restaurants and bars, the waste fruit is collected and reused in the product each bottle of Stockport gin, launching across all Selfridges stores.

[Selfridges.com](https://www.selfridges.com), £46.99, exclusive to Selfridges.



CANAÏMA GIN

Canaima Gin is a finely balanced gin made with botanicals sourced in the Amazon by local communities. Made in small batches using 19 different botanicals (10 of which are harvested in the Amazon) 10% of global sales of Canaima Gin will be donated to two foundations crucial to conservation of the Amazon.

[Selfridges.com](https://www.selfridges.com), 700ml £44.99.

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