**ABSOLUT UNVEILS SUSTAINABILITY INITIATIVE THE GREEN HUSTLE AT ATHENS BAR SHOW 2018**

***The global bartender movement is set to change the way the industry operates for the better***

Absolut is hustling bars and bartenders to consider the small ways they can be more sustainable with the launch of The Green Hustle. Believing that sustainability is a key principle at the heart of any progressive society, Absolut believe producers just like itself have a duty to act responsibly and sustainably.

Inviting everyone across the globe to get involved, The Green Hustle encourages fun and easy hacks around better practices and a better drinks industry, to create a healthier planet. When we do things the Green Hustle way, we can make twice as many delicious drinks from re-used ingredients, end single use ingredients and foraging – without compromising on taste or quality, whilst helping to save money and the planet. Because small acts can make a big impact!

Officially unveiled at this year’s Athens Bar Show, attending guests will be educated via a packed itinerary of Absolut seminars and workshops on creative ways to reuse organic waste, how to make ice stretch further and the ways bars around the world can link up with local green initiatives to create urban gardens. Anti-waste punk pop up Trash Tiki and Svartklubb By Fäviken bartender Hampus Thunholm, will also be talking about other small ways to make the drinks industry more sustainable. Prior to the show, Absolut will send a ‘Hustle Buggy’ around the city to collect discarded limes, lemons and grapefruits for demonstrations showing the easy ways to extend the fruit’s lifecycle and create drinks at the bar from these collected fruits. To close the loop on waste, a local organisation will take care of the organic waste and make a compost for their garden just outside of Athens city. Additionally, Global Advocacy Marketing Manager Bex Almqvist and Global Brand Ambassador Rico Dynan will talk about how all the ways Absolut has become the most energy efficient distillery in the world.

Global Advocacy Marketing Manager for Absolut, Bex Almqvist comments: “*The Green Hustle is all about inspiring bartenders to get involved in applying easily implementable hacks within their bars that are both beneficial to the environment, our industry and their bottom line. The program is fun and engaging because it was created by bartenders for bartenders with the objective of instigating change. Sustainability can be an overwhelming topic, but we hope The Green Hustle will make it less daunting and more accessible for everyone – the smallest act can make a big impact and you can have fun and be inventive along the way.”*

Driven by a passion for progression in an industry where it can make a difference, The Green Hustle marks yet another initiative Absolut is pioneering to minimise its impact on the environment. Absolut is one of the most energy-efficient distilleries’ in the world\*. Its distillery is completely C02 neutral, and it uses 70% less energy to distil a litre of alcohol than the average distillery.

To help bartenders and bar owners worldwide get on board and do their bit, Absolut will introduce a collaborative, open-source online resource and forum filled with inspiring ideas, shout-outs, facts, recipes and downloadable assets. To learn more and take part, Absolut will be launching The Green Hustle digital platform next week. Happy hustling!

**- ENDS -**

**Notes to editor:**

\*2016 BIER Water and Energy Use Benchmarking Report

**The Absolut Company**

The Absolut Company has the worldwide responsibility for the production, innovation and strategic marketing of Absolut Vodka, Malibu, Kahlúa and Our/Vodka. Absolut Vodka is the world’s fifth largest spirits brand. Every bottle of Absolut Vodka comes from one source, Åhus in southern Sweden. Malibu is the number one rum-based coconut spirit in the world, sold in more than 150 countries. Kahlúa coffee liqueur is the world leader in its category. The head office is located in Stockholm, Sweden. Chairman and CEO is Anna Malmhake. The Absolut Company is a part of Pernod Ricard, which holds one of the most prestigious brand portfolios in the sector.

**Bex Almqvist**

Bex Almqvist is a renowned bar and spirits industry figure with over eighteen years in the business. She spent 10 years in the London bar scene, working in various cocktail bars and most notably managing the award-winning and world famous Lonsdale Bar in Notting Hill. The Lonsdale housed some of the best bartenders of our time and Bex was lucky to have learnt from great characters such as Henry Besant, Charles Vexenant and Dre Masso. During this time she enjoyed much success in the cocktail competition scene and would possibly be most proud of winning 2008’s It’s a Reematch Beeyatch. In 2009 she joined Absolut Vodka and since then has travelled all over the world training thousands of bartenders and enjoying a few vodka cocktails along the way. Today she lives in Stockholm and works as a Global Marketing Manager at Absolut Vodka in the Brand Advocacy and Trade Experience team.

**Rico Dynan**

Rico has been mixing drinks for over 18 years and made his name working for the Jake Burger emporium, such as the Portobello Star, Jake’s Bar and Still Room. Rico started with Absolut in 2014 and as the Global Brand Ambassador he brings a wealth of experience of our industry and can’t wait to share the Absolut story worldwide.

**About Trash Tiki**

**Kelsey Ramage** is originally from Vancouver, Canada and holds about 15 years in the hospitality industry. In 2015 she moved to London to become head bartender at Dandelyan in London. On opening it won Best New International Cocktail bar” for 2015 at the Spirited Awards and moved 47 places to No. 3 in “World’s 50 Best”, in 2016 it took the title of “World’s Best Cocktail Menu”. In the 2017 Spirited Awards, it won "Best International Hotel Bar", "Best International Bar Team", and "World’s Best Bar". She went on to win the title of Global Champion for Olmeca Altos’ Tahona Society competition in 2016 and continues to work with the brand speaking about sustainability and tequila.

In March of 2017 Kelsey and her partner Iain Griffiths paired up as beverage directors for WastED, a pop-up led by chef Dan Barber of Blue Hill farms. The dishes, along with the drinks, were made from ingredients sourced from major producers and local farms alike that would normally be thrown out. The pop-up received much recognition for its innovation in sustainability.

In 2017, the duo paired up to launch Trash Tiki, a globally touring anti-waste punk pop-up that looks at food waste in the cocktail industry.

The duo repurposes ingredients normally thrown out from kitchens, bars, coffee shops, and commercial business that all contribute to the global food waste issue. They’re aiming to inject some fun back around the topic of "sustainability", with an inherently punk attitude, a playlist best turned up to 11 and an open-source website with all their recipes so everyone can be involved.

Trash Tiki has now evolved into the Trash Collective, extending it’s anti-waste message across disco-rave nights called Wasteland Paradise, Trash Tiki pop-ups and over to bar consultancy and #antiwaste lifestyle. Kelsey continues to travel this year hoping to continue the important conversation about all that can be done to reduce the environmental impact of the food & drink industry.

In 2018, Kelsey launched her own solo platform as well. Common Sense is a lifestyle food & drink project aimed at bringing elevated craft cocktails with an environmental sensibility into the home setting.

**Iain Griffiths** has been involved in the hospitality industry for over ten years with an extensive knowledge of all aspects of the business from his experience in his native Australia where he not only oversaw the opening of several bars and clubs, but also the creative aspect of the cocktail world having worked at both Black Pearl in Melbourne and Eau de Vie in Sydney.

Once departing for the UK, Iain spent a year running Bramble Edinburgh where it achieved No. 10 in Worlds 50 Best Bars, he was crowned Global winner of the Caorunn “Storytellers Cocktail Competition” and he had a chance meeting with future collaborator Ryan Chetiyawardana aka Mr Lyan.

Once moving to London, the pair saw a string of success, moving the Mr Lyan brand into a position as industry leaders in innovation, first with the opening of White Lyan and then on to Dandelyan and many other projects, pop ups and launches.

They were awarded co 'Innovator of the Year' at the Imbibe Awards 2014 whilst later in that same year, White Lyan was also crowned 'Best New International Cocktail Bar' at the Spirited Awards and then number 20 in “World’s 50 Best Bars”. From there Dandelyan opened to much acclaim, winning the same award for 2015 at the Spirited Awards, in 2016 moving 47 places to No. 3 in the world and having their menu take the title of “World’s Best Cocktail Menu” and in 2017 taking the Spirited Awards “Best Bar in the World” alongside two other awards as well as hitting No. 2 in World's 50 Best Bars.

In 2016, Iain took his cocktail for Bacardi Legacy, the Carta Switchel, all the way to Global Finals, reaching the top 8. He then also launched Trash Tiki with partner Kelsey Ramage, an online platform and touring pop up.

Trash Tiki has helped create an accessible and no nonsense approach to the growing issue of food waste and sustainability in the food and drink world. In 2017, the pop up visited over 30 cities as part of their World Tour, running workshops for bartenders in every city as well to help everyone think a little more how they can “#drinklikeyougiveafuck” as the pair say. Iain also won the first ever “Bartender’s Bartender” at the World's 50 Best Bars in 2017

Iain has had the opportunity to present around the world, from Bar Convent Berlin & Tales of the Cocktail, to FutureFest & SxSW. His focus continues to be sustainability for bartenders in every aspect, as well as closely working with the flavour industry and some of the world's top chefs.

**The Athens Bar Show**

Athens Bar Show is a 2 day event being held from **6th November** to **7th November 2018** at the Technopolis in Athens, Greece. This event is an educational fair for bartenders & bar professionals, hosted by Bar Academy.

For more information: <https://www.athensbarshow.gr/gr/el/>