

PROJECT

REFILL

The production of 'stuff' is one of the biggest drains on the planet's resources.

If you're in the game of selling things to people, it's basically unavoidable. We all need to do better, but we also need to avoid hurtling down the greenwash rabbit hole.

Enter Project Refill.

HOW TO SELL WITH PROJECT REFILL?

**BECAUSE THE WORLD ALREADY HAS
ENOUGH BOTTLES...**

YOUR STEP BY STEP

Invite your customers to bring any empty 70CL spirits bottle to be refilled and keep the circular economy turning.

All you need to do is:

1. Display your booze in a large format (20L jerry cans for example).
2. Invite your customers to bring any cleaned and empty 70CL bottle* so that you can refill it for them.
3. Grab a set of digital scales to ensure the dispense equals 70CL by weighing 655 grams of liquid (spirits like gin, vodka and unsweetened rum weigh less than water).
4. Add your own refill label to the bottle and cover the old duty stamp with a new one.

***IMPORTANT:** Only bottles from existing spirits, where the ABV of the product was higher than 37.5% VOL, should be used. This is to avoid a bottle that may have been intended for a younger audience or for someone who doesn't drink alcohol being refilled with spirits and then being consumed by mistake. No 2L Fanta bottles please!

YOUR REFILL LABEL

REAL LIFE EXAMPLE



TIP:

THE AIM OF A REFILL LABEL IS TO COVER AS MUCH OF THE BOTTLE'S EXISTING BRANDING AS POSSIBLE.

YOUR DUTY STAMPS

You will need to register with HMRC as a designated duty stamp applicator, as each bottle requires a new stamp to be applied over the old one.

This is a simple process and can be completed here -

<https://www.gov.uk/guidance/duty-stamps-scheme-how-to-register>

TIP:

REGISTER WITH PLENTY OF TIME TO SPARE SO THAT YOU CAN HIT THOSE SALES AS SOON AS YOU HAVE THE STOCK.

YOUR REFILL STATION

REAL LIFE EXAMPLE



TIP:

1. KEEP A STASH OF YOUR OWN EMPTY AND CLEAN BOTTLES IN CASE A CUSTOMER WANTS A REFILL ON THE SPOT.
2. MAKE IT A SHOWSTOPPER. YOU'RE OFFERING A UNIQUE CUSTOMER EXPERIENCE, SO MAKE SURE THEY KNOW ABOUT IT.

**DON'T
WASTE.
REFILL.**