CASE STUDY

THE COMPANY

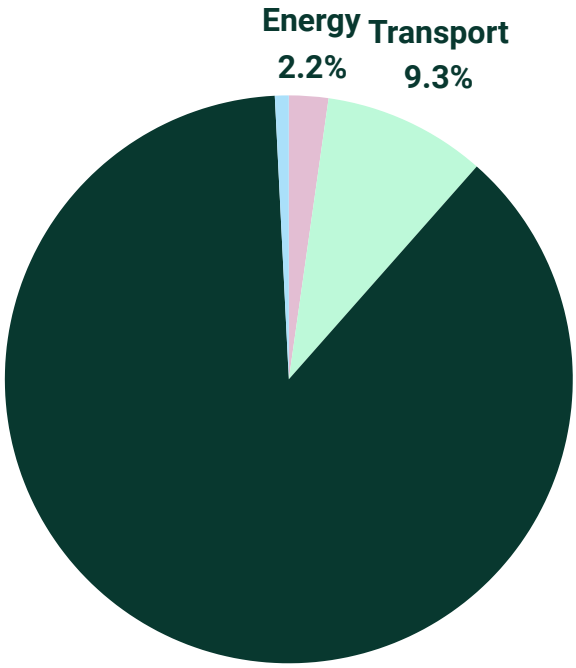
Founded upon an ethos of sustainability, **Meetini** provides cocktails for events via their mobile cocktail units built into electric cargo bikes. The events include wedding receptions, gallery viewings, festivals, birthday parties, and corporate events. Meetini's mission is to be a zero-waste and zero-carbon company that sources organic and ethically produced ingredients.

AT A GLANCE

- **£100k-250k revenue**
- **2-10 employees**
- **Hospitality**
- **London Borough of Haringey**
- **11 Tn CO2e in 2021**

CARBON FOOTPRINT

Meetini's baseline carbon footprint in 2021 was **11 tonnes CO2e**, which is equivalent to driving 28,199 miles in a petrol car. The largest part of their carbon footprint (88%) comes from the products and services they purchase in order to run the business.



Meetini's carbon footprint for 2021 (Source: Climate Essentials)

"The Better Futures+ programme was a great experience. I would recommend it to any business that needs sustainability support"

DANIEL VAJSABEL
Managing Director

SUPPORT PROVIDED

The Meetini team attended two webinars, a workshop and received an on-site energy audit with an energy expert.

CASE STUDY

meetini

CHANGES

PACKAGING

Meetini is designing a low-carbon, alcohol-safe, biodegradable bottle for their online drinks sales. They worked with Imperial College's Hackspace to develop and test a mould for the new bottle design. By switching from glass to a bottle made from recycled paper and lined with Polylactic Acid (PLA) from sugar cane waste, they are saving 2.09kg CO2e per bottle. This accounts for the bottle's embodied carbon, which includes the carbon emissions generated from raw materials extraction, manufacturing, processing, and shipping to Meetini's warehouse.

Meetini's new biodegradable bottles

SHIPPING

The significant weight difference between Meetini's old glass bottles and new biodegradable bottles also reduces the emissions generated by their deliveries. This saves approximately 6.6g CO2e per 50 miles driven, assuming delivery by petrol van.

ENERGY

At events, Meetini operates and serves drinks from hybrid-electric bikes, which come with their own solar panels that enable them to charge whilst they work and power the onboard lights and small appliances. For longer journeys, they are looking to invest in electric vehicles. Meetini has also recently invested in a 250W solar panel array to power all the lights in their HQ.

Meetini's zero-waste cocktail bar in Banbury

WASTE & CIRCULARITY

To reduce plastic waste, Meetini's cups are fully compostable, edible or reusable, their straws are made of wheat, and they also make their own soda and ice to further minimise their use of plastic. To tackle food waste, they donate used coffee grounds to local farms for composting, and to reduce the impact coming from their cleaning, Meetini use low-impact cleaning products, tree-free paper and reusable cloths.

Meetini harvest their own water in a 200L rainwater system, which filters the water that is then used for their herb garden and to distil their own certified organic vodka, gin and liqueurs. This helps reduce glass bottle waste, as they can store the alcohol in large containers, rather than buying them in 1L bottles from suppliers. Meetini have also opened a zero-waste cocktail bar in Banbury, Oxfordshire.

COMMITMENT

Meetini have committed to reach Net Zero by 2035. They have also completed B-Corp certification in 2023, to make sure they reach the highest ESG standards.