

HMSHost launches rPET water bottle initiative at AMS

This month, [HMSHost International](#) is introducing [Vrumona](#)'s 100 percent recycled plastic (rPET) Sourcy mineral water at [Amsterdam Airport Schiphol](#).

"All locally sourced bottled water at HMSHost stores at Amsterdam Airport Schiphol will switch over to the rPET bottles, boosting the company's 2030 sustainability goals and nationally launching Sourcy's move to 100 percent rPET bottles," said a release from HMSHost

With annual sales of approximately 30 million PET bottles, HMSHost rPET made up 14 percent of the raw materials for HMSHost's bottled beverages. The initiative, among others, boosts the company's rPET ratio to approximately 85 percent in 2021, and is estimated to save 200,000 kilograms of virgin plastic and 150,000 kilograms of CO2.

"We think it is beautiful and symbolic that this traditional Dutch water with the Dutch flag and lion in its logo is now being sold at our national airport. For us it was a precondition that the PET bottle should consist of 100 percent rPET. When you consider that we sell 12,000 bottles of water at Schiphol every day (in a normal year), we are taking an important step in making our business operations more sustainable by choosing Sourcy and 100 percent rPET. We are extremely proud of the strong foundation in our new partnership." said HMSHost's Vice President Commercial, Bastiaan van Asten.

HMSHost is the first company to stock Sourcy's new 100 percent rPET bottles, an opportunity which motivated the brand to fast-track their own sustainability plans by two years. The launch signals the national roll-out of the brand's 100 percent rPET water bottles, which is planned to extend further across their range of bottled drinks – with sparkling and flavored water joining the range in February.

"With the choice of 100% rPET, Sourcy will become the most sustainable mineral water for the Dutch market in PET. Because the mineral water comes from the Utrechtse Heuvelrug, it travels the least kilometers to the Dutch consumer. The water is already contained in sustainable packaging, which will become even more sustainable in 2021. By using 100 percent recycled plastic, we are one step closer to our 'bottle to bottle' philosophy: by making an effort to collect and recycle the plastic bottles, every bottle becomes a bottle again." shared Vrumona's Out Of Home Director, Ferry Poppegaai.

HMSHost International and Amsterdam Airport Schiphol are working together to launch new reverse vending machines to collect used bottles, ensuring that each bottle from the airport can become a new recycled bottle, creating more savings.