



Stockholm, 22 December 2008

Scandic's New Year's resolution – great tasting water and a sustainable world

*When Scandic realised what an impact transporting bottles of water around had on the environment, the hotel chain started developing its own smart design for a water bottle in recycled glass. After several months of work, the bottle is now here.*

Scandic no longer sells bottled water in its bars and restaurants. Instead, it serves chilled and filtered water in an attractive bottle made from recycled glass and designed by top swimmer Therese Alshammar, who beat the world record for the 50 metres butterfly in 2008.

"We used to have 3.6 million bottles of water a year transported to our hotels, which generated 160 tonnes of carbon dioxide. It's fantastic to be able to stop that now and instead focus on a modern alternative that is much more considerate to the environment," comments Helena Nilsson, Senior Vice President Corporate Communications and head of sustainability issues at Scandic.

Not only does the water taste great, but for every bottle sold, a contribution goes to the Scandic Sustainability Fund. The fund will reward organisations or individuals who make an outstanding contribution to a better and more sustainable world.

"The response from guests has been overwhelming," explains Thomas Fankl, Food & Beverage Manager at Scandic. "The bottle attracts attention and when people get to know what it means in terms of less environmental impact, a simple and everyday decision like drinking water suddenly takes on a positive glow."

The water is now available at all Scandic's hotels and is the latest example of the chain's long-term commitment to the environment. Scandic's New Year's resolution is to continue developing smart services and solutions that help make a more sustainable world.

*Read more about*

**Scandic's environmental work**

For more information, contact:

Thomas Fankl, Food & Beverage Manager, Scandic, tel: +46 709 735 110

Helena Nilsson, SVP Corporate Communications, Scandic, tel: +46 709 735 145

Email: [helena.nilsson@scandichotels.com](mailto:helena.nilsson@scandichotels.com)