



Edible straws

DRINKS MANUFACTURER UNVEILS EDIBLE, FLAVORED STRAWS

 FOOD & DRINK

A drinks company has developed flavoured, edible straws to complement its drinks while cutting down on plastic waste.

In an attempt to reduce the amount of plastic waste, many cities and businesses are banning plastic straws. According to [The Last Plastic Straw](#), more than 500 million plastic straws are thrown away each day in the USA alone. Many of these slip through the waste stream to end up in oceans and waterways. We have already seen attempts to cut back on single use plastics with ideas such as [building materials](#) made from plastic waste and an [enzyme](#) that eats plastic. Now, drinks manufacturer Diageo have launched an edible straw to accompany its line of pre-mixed canned beverages.

Unlike other types of edible straws, Diageo's flavors complement the companies' drinks. A lime-flavored straw pairs with gin and tonic, or vodka and cranberry. The strawberry flavour goes with Pimm's and lemonade. Other flavors include chocolate, for Baileys mixed with iced coffee latte and lemon, for rum and cola. Diageo has also vowed to only use reusable, compostable or biodegradable straws and stirrers within their business in the future.

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Website: www.diageo.com/

Contact: www.diageo.com/en/contact-us

Takeaway:

The drive for a sustainable future can often be a difficult one to get the mainstream public on board with. Combining a sustainable alternative with a product feature that actually adds to the

consumers' enjoyment makes it far more likely to catch on and make a tangible difference. What other benefits could entice consumers to commit to a sustainable lifestyle?