

B Corps Urb-it and Freestar are partnering to bring zero-emission non-alcoholic beer deliveries to London.

London, July 14th, 2021 - *Green logistics provider, Urb-it and World Beer Award winner Freestar are partnering to bring ethical and sustainable, non-alcoholic beer deliveries to London. Utilising, Urb-it's Micro-fulfilment centre (MFC) service, Freestar will seek to reduce its carbon output and boost its last-mile delivery capability by holding stock closer to its local customer base.*

Urban pollution is an ever-increasing health threat, and the number of environmentally conscious consumers is on the rise, with 43% of consumers more likely to choose retailers that offer more sustainable delivery options.* Operating green deliveries via urban Micro-fulfilment centres, Urb-it, and Freestar will join forces to bring sustainable on-demand deliveries to consumers in London. With Urb-it's Micro-fulfilment centre service, Freestar will benefit from real-time inventory management and order fulfilment, with the enhanced ability to offer its consumers a flexible delivery solution that meets their needs and closely aligns with their values on sustainability.

Eddy Dallas, Co-Founder of Freestar, commented “We are delighted to be working with Urb-it as our last mile delivery partner for London. Sustainability runs throughout our business so working with a fellow B Corp whose mission and values are so aligned is something we're very proud of. We're thrilled that we can offer our London customers a low carbon footprint delivery for our award-winning alcohol-free beer.”

Sebastien Potts, UK Country Manager of Urb-it, commented, “As a fellow B Corp Freestar meets the highest standards of positive impact on society and the environment. Freestar's production process emits 90% less CO2 than the industry average; therefore, their ethos and dedication to putting customer satisfaction and sustainability at the forefront of their agenda is something that the team at Urb-it and I greatly admire. Our core aim is to offer Freestar customers the choice and convenience of a lower carbon footprint delivery by combining our MFC and eco fleet.”

References

* Thomas Barrett, “Consumers More Likely to Shop Somewhere with Sustainable Delivery,” April 24, 2019, at <https://airqualitynews.com/2019/04/24/consumers-more-likely-to-shop-somewhere-with-green-delivery-options/>

About Freestar:

- Freestar was founded in 2019 with a mission to provide the first truly non-alcohol, great tasting, sustainable beer.
- Co-founders Eddy Dallas, Felix von Hunter, and Charlie Crawley, have since created an award-winning alcohol-free beer brand after being crowned the 2019 world beer award winners for the UK's best low alcohol beer.

- As opposed to the typical fermentation process which removes alcohol from full strength beer to create a non-alcoholic product, Freestar blends 100% natural ingredients without yeast, which guarantees its 0.0% ABV.
- In July 2020, Firestar became the first alcohol free beer to certify as a B Corporation, with a common goal of building a more inclusive and sustainable economy.
- Freestar is better for the planet, the brand's unique production process emits 90% less Co2, uses 80% less water, 80% less energy and creates 70% less waste than other production methods.

About Urb-it:

Urb-it is a Swedish logistics company and Certified B Corporation™. Powered by a robust technical platform, and its community of dedicated Couriers. Urb-it offers a customer-centric end-to-end fulfilment service for e-commerce, retail, and the on-demand market. The company today operates in the UK and France and works with leading European brands.

The company's mission is to transform logistics with a human service that fights for the health of cities. Delivering the last-mile exclusively on foot, bike or with cargo-bikes, Urb-it aims to reduce air pollution, noise pollution and congestion in Urban areas, while providing a delivery service that exceeds customer expectations. Urb-it's Couriers are carefully recruited and trained by Urb-it to provide excellent client service.

The solution is available to merchants via direct API-integration as well as through a range of leading transport management systems. Services include delivering the same-day, next-day, nominated day and returns and can be fulfilled both from the merchant's online store and physical store network.
www.urb-it.com

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