

Premium spirits continuity reinforced by **STOELZLE** network strategy

Continuity under disruption has defined performance with STOELZLE securing uninterrupted premium spirits supply following a July 2025 UK fire – shifting volumes across its European network. The response, transparent coordination and accelerated rebuild earned the Diageo Global Supplier Award 2025 – reinforcing proven multi-site resilience.





Premium spirits brands require more than glass bottles. They rely on continuity: stable specifications, predictable deliveries and a partner capable of protecting brand plans when unexpected events disrupt production. Stoelzle's core strength lies in its own multi-plant manufacturing network, structured to absorb shocks and maintain customer supply without the need to qualify additional manufacturing footprints.

RAPID RESPONSE TO DISRUPTION

That capability was tested in July 2025, when a significant fire at Stoelzle Flaconnage's UK production site in Knottingley, West Yorkshire, caused substantial damage to the furnace and critical equipment. All employees were safely evacuated and no serious injuries were reported. However, the UK site faced months of full production downtime - pre-

cisely the type of disruption that typically threatens availability, launches and on-shelf presence. In immediate response, Stoelzle activated its Business Continuity Plan. Production volumes were transferred to backup facilities in Poland, Austria and France, ensuring uninterrupted customer supply during the UK outage. UK specialists supported start-up and on-the-job training at the backup sites, safeguarding consistent specifications, decoration interfaces and quality standards. Weekly updates on lead times and allocations provided customers with the transparency required for effective brand planning.



RECOGNITION FOR MEASURABLE PERFORMANCE

These coordinated measures -and the proven ability to protect supply throughout the UK site's downtime- earned Stoelzle the Diageo Global Supplier Award 2025. The recognition links the honour to performance under disruption, highlighting service continuity, close coordination and accelerated tooling and mould

RESILIENCE

management to protect supply for key brands. For premium spirits manufacturers, the award signals that security of supply is not merely a promise, but a demonstrated capability. Dr August Grupp, CEO of Stoelzle, underscores the operational imperative: “Premium spirits brands cannot afford supply disruption in today’s volatile market. When our UK site went offline, our network absorbed the shock and kept our customers on schedule. That is what supply chain resilience means.”

ACCELERATED REBUILD AND NETWORK STRENGTH

In parallel, Stoelzle Flaconnage completed an accelerated rebuild and resumed operations on 22 December 2025, installing cutting-edge furnace technology and new high-performance forming lines. Since restart, ramp-up in the



ABOUT STOELZLE

Stoelzle is a global leader in the manufacture and decoration of glass packaging for premium brands across the spirits, beauty, healthcare and consumer (food and beverage) sectors. Founded more than 200 years ago in Austria, the company became part of the family-owned CAG Group in 1987. Since then, it has expanded beyond its Austrian roots to become an international organisation. Today, Stoelzle operates six production sites and four decoration facilities across Europe and North America, supported by sales offices in Austria, the United Kingdom, France, the United States, Poland, Italy and beyond. This global network enables the group to serve brands of all sizes with the same dedication and forward-thinking spirit: delivering innovative glass solutions that reflect quality, creativity and responsibility - all anchored in a strong commitment to excellence.

UK has been seamless, maintaining continuous supply and reliable delivery performance. The investment strengthens process stability and efficiency, supporting higher throughput and reinforcing resilience for premium spirits cus-

tomers. For procurement leaders, the conclusion is direct: Stoelzle operates multiple production sites with built-in backup. Whether brands opt for dual sourcing or a single-source partnership with robust risk mitigation, the network ensures continuity while simplifying procurement coordination and keeping brand plans on track. ■

STOELZLE

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