



**Media Contact:**

Claire Martin

Trozzolo Communications Group

[cmartin@trozzolo.com](mailto:cmartin@trozzolo.com)

## **Central Standard Craft Distillery Unveils Industry-Leading Paper Bottle Packaging for Standard Issue Vodka**

*Milwaukee distillery leads the way toward greener spirits through sustainable packaging*

**MILWAUKEE, Wis. (October 8, 2025)** — Central Standard Craft Distillery, an award-winning leader in the spirits industry, has announced the launch of its top-selling Standard Issue Vodka in a groundbreaking paper bottle, making it one of the first North American distilleries to do so. This initiative marks a significant step forward in eco-conscious beverage packaging in the North American market, offering spirits consumers a sustainable choice without compromising on product quality or experience.

[Central Standard](#) is one of the first distilleries in North America to invest in Frugalpac's Frugal Bottle Assembly Machine, which enables the production of this innovative paper bottle. The new packaging offers substantial environmental benefits, boasting a carbon footprint up to 84% lower than traditional glass bottles and using 77% less plastic than recycled plastic bottles.

"We're incredibly proud to introduce Standard Issue Vodka in a paper bottle," said Central Standard's co-founder and CEO, Evan Hughes. "Central Standard's commitment to sustainability isn't confined to only our ingredients; we're

continuously exploring innovative, eco-friendly options in the consumer packaged goods space. We've observed a growing demand from spirits consumers for environmentally responsible options, and this new packaging perfectly meets that need."

The paper bottle provides numerous advantages beyond its environmental impact:

- **Durability:** A shatterproof bottle reduces breakage and allows for versatility in consumption settings where glass may not be suitable, such as outdoor events, tailgating, poolside or camping.
- **Efficiency:** The bottles are five times lighter than glass, optimizing shipping efficiency by allowing for more units per pallet and truckload.
- **Design:** Made from 100% recycled paperboard, the packaging allows for 360° branding and is easily recyclable in paper bins when disassembled. It also provides an effective barrier against UV light, preserving the product's quality. The paper bottle also has an interior plastic bladder, which holds the liquid and provides a leak-proof barrier between the vodka and paper packaging.

This launch further solidifies Central Standard's reputation for innovation, as the distillery has been recognized twice as a top nine finalist in innovation by the Distilled Spirits Council of the United States (DISCUS). Central Standard also has a history of successful collaborations, including partnerships with Hofbrau Germany for Brewmasters Brandy in 2022 and with Leinenkugel's for Ready-to-Drink cocktails in 2024.

Central Standard's commitment to sustainability extends to its ingredients. The distillery is proudly certified by Grown Climate Smart, a USDA-backed program that supports sustainable agriculture and environmentally resilient farming practices. This program aims to improve long-term productivity, enhance farm resilience and generate market value through practices that contribute to carbon drawdown.

Standard Issue Vodka is made from 100% grain, which uses a meticulous low reflux distillation process, ensuring that Central Standard's signature Midwest craft flavor and locally sourced ingredients shine through. Standard Issue Vodka is also the base of Central Standard's most popular spirit, Door County Cherry Vodka.

Available for a limited time only, Standard Issue Vodka's paper bottles will be line-priced at a targeted retail price of \$19.99 and is available to purchase at Central Standard's Crafthouse and Kitchen and in select Wisconsin retail stores as of October 6.

To learn more about where to find Central Standard products, check out their [product locator](#).

### **About Central Standard Craft Distillery**

Central Standard Craft Distillery, a small-batch, craft distillery in Milwaukee and the fastest-growing top-10 Wisconsin-based distiller, handcrafts award-winning bourbon, whiskey, vodka and gin from locally sourced ingredients, including cherries grown in Door County and honey harvested in Germantown. Founded in 2014, Central Standard spirits have won 40 medals across multiple craft distilling categories. As part of their commitment to sustainability, Central Standard is certified by the USDA-recognized Grown Climate Smart program, which ensures grains are grown using environmentally responsible practices. Learn more at [thecentralstandard.com](http://thecentralstandard.com), or by following them on [instagram.com/thecentralstandard/](https://www.instagram.com/thecentralstandard/) or [facebook.com/thecentralstandard](https://www.facebook.com/thecentralstandard).

*\*You must be 21 or older and a fan of great craft cocktails to enjoy our spirits. Please drink [responsibly](#).*