# Sid 2025 brings fresh momentum to sustainability efforts in the drinks industry



The Sustainability in Drinks (SID) event is set to return for its second year on 21 October 2025, once again focusing on the pressing sustainability challenges confronting the drinks industry. Hosted at St Mary’s, Wyndham Place, in York Street, London, SID 2025 promises to be a pivotal gathering for professionals invested in advancing environmental responsibility across the sector. The event was created by Judy Kendrick and Janet Harrison in 2024 and has quickly established itself as a key forum for sustainability dialogue and action within the drinks industry.

This year’s SID features a revamped format designed to highlight critical issues through a robust programme. Over 40 sustainability experts from the drinks trade and related sectors will convene, offering insights through workshops, SID talks, and high-level panel debates. The event aims to unite a diverse audience, including buyers from retailers large and small, importers, distributors, hospitality professionals, sustainability managers, and suppliers of packaging and logistics. As an international platform, SID also draws speakers and attendees from more than eight countries including the US, Argentina, Chile, New Zealand, Australia, Portugal, France, and the Nordic region, thereby broadening its scope and influence.

At the heart of SID 2025’s programme are four designated exhibitor zones: Land Health, Sustainable Society, Packaging, and Carbon Management. These zones are set to host in-depth workshops led by industry experts and organizations such as the International Wineries for Climate Action (IWCA), the Regenerative Viticulture Foundation (RVF), the Porto Protocol, and Drinks United. This structure aims to equip attendees with practical tools and strategies to implement sustainable practices effectively along the supply chain.

A highlight of the event includes a keynote address sponsored by Carboncloud, whose CEO, David Bryngelsson, will participate in a prominent panel debate moderated by climate journalist Nick Breeze. The panel will be introduced by renowned wine writer Jancis Robinson OBE MW, underscoring the event's high-profile status. Breeze himself remarked on the significance of SID, stating, “At last, we have an in-person event where the path to a sustainable drinks industry is the primary focus. The rapid changes in the climate system taking place in our lifetimes demand a collaborative, pragmatic approach, and the SID event brings together many experienced and influential voices.” This emphasis on collaboration and practical progress reflects the urgency of addressing climate impacts within the industry.

Among the featured talks, Sweden’s Systembolaget will share insights into its sustainability journey, particularly its efforts to calculate and reduce product carbon footprints. Linda Johansson, the company’s sustainability manager, expressed enthusiasm about the opportunity to share progress and challenges, highlighting product carbon footprinting as a “key step in reducing the climate impact of our products.”

SID also offers vital networking opportunities and features tastings of sustainably produced wines, creating a space for relationship-building alongside knowledge exchange. Tickets for the event are priced at £50, granting access to exhibitions, talks, and workshops, while an enhanced ticket at £125 includes access to the high-level panel, keynote address, and networking sessions.

The event’s recognition as the Drinks Event of the Year at The Drinks Business Awards 2025 further cements its position as an essential platform for sustainability leadership in the drinks industry. It aligns with broader sectoral efforts visible in initiatives such as the Drinks Business Green Awards, which celebrate innovation and environmental stewardship across wine, beer, and spirits.

SID’s organisers stress that the event is not only for those directly involved in drinks production and sales but also welcomes insights from other sectors such as food, underscoring the event’s wider relevance to sustainable business practices. This cross-sectoral approach strengthens the potential for systemic change.

In parallel with SID 2025, the industry is seeing further initiatives promoting sustainability, such as the Sustainability Trail showcased at the Trade Drinks Show later in September. This feature spotlights leading suppliers offering eco-innovative solutions, particularly in packaging—one of the key focus areas highlighted at SID—emphasising the sector’s ongoing commitment to practical, scalable solutions.

Overall, SID 2025 promises to be an influential event that not only addresses the challenges of sustainability in the drinks industry but also actively fosters the kinds of collaboration and innovation necessary to meet the sector’s environmental goals.

### 📌 Reference Map:

* Paragraph 1 – [[1]](https://www.thedrinksbusiness.com/2025/09/sid-2025-addresses-industrys-sustainability-issues/), [[2]](https://sustainabilityindrinks.com/)
* Paragraph 2 – [[1]](https://www.thedrinksbusiness.com/2025/09/sid-2025-addresses-industrys-sustainability-issues/), [[3]](https://sustainabilityindrinks.com/event/sid-2025/)
* Paragraph 3 – [[1]](https://www.thedrinksbusiness.com/2025/09/sid-2025-addresses-industrys-sustainability-issues/), [[4]](https://sustainabilityindrinks.com/visit-programme/), [[5]](https://sustainabilityindrinks.com/exhibitor-zone/)
* Paragraph 4 – [[1]](https://www.thedrinksbusiness.com/2025/09/sid-2025-addresses-industrys-sustainability-issues/), [[4]](https://sustainabilityindrinks.com/visit-programme/)
* Paragraph 5 – [[1]](https://www.thedrinksbusiness.com/2025/09/sid-2025-addresses-industrys-sustainability-issues/)
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* Paragraph 7 – [[1]](https://www.thedrinksbusiness.com/2025/09/sid-2025-addresses-industrys-sustainability-issues/), [[6]](https://greenawards.thedrinksbusiness.com/)
* Paragraph 8 – [[1]](https://www.thedrinksbusiness.com/2025/09/sid-2025-addresses-industrys-sustainability-issues/)
* Paragraph 9 – [[1]](https://www.thedrinksbusiness.com/2025/09/sid-2025-addresses-industrys-sustainability-issues/), [[7]](https://www.tradedrinksshow.co.uk/sustainability-trail)
* Paragraph 10 – [[1]](https://www.thedrinksbusiness.com/2025/09/sid-2025-addresses-industrys-sustainability-issues/)

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## Bibliography

1. <https://www.thedrinksbusiness.com/2025/09/sid-2025-addresses-industrys-sustainability-issues/> - Please view link - unable to able to access data
2. <https://sustainabilityindrinks.com/> - Sustainability in Drinks (SID) is an annual event dedicated to promoting sustainability within the drinks industry. The 2025 edition is scheduled for 21 October at St Mary’s, Wyndham Place, York Street, London. The event aims to unite over 40 sustainability experts from the drinks industry and beyond, offering a platform for sharing insights, showcasing sustainable products, and fostering collaborations. Attendees can expect workshops, talks, and networking opportunities focused on sustainable practices across the supply chain. Tickets are available for £50, with additional access options for £125.
3. <https://sustainabilityindrinks.com/event/sid-2025/> - The SID 2025 event is set for 21 October at St Mary’s, Wyndham Place, York Street, London. Organised by Sustainability in Drinks, the event focuses on addressing sustainability challenges in the drinks industry. It features a new format emphasising important issues, including exhibitors showcasing sustainable products, workshops, talks, and networking opportunities. The event is designed for professionals across the drinks supply chain, including buyers, importers, distributors, and hospitality operators. Tickets are available for £50, with additional access options for £125.
4. <https://sustainabilityindrinks.com/visit-programme/> - The 2025 programme for Sustainability in Drinks (SID) includes a variety of activities aimed at promoting sustainability within the drinks industry. Scheduled for 21 October at St Mary’s, Wyndham Place, York Street, London, the event features four themed Exhibitor Zones: Land Health, Sustainable Society, Packaging, and Carbon Management. Each zone hosts deep-dive workshops facilitated by industry experts. The programme also includes SID Talks, pop-up clinics, and high-profile panel debates, culminating in a keynote address and networking session. Tickets are available for £50, with additional access options for £125.
5. <https://sustainabilityindrinks.com/exhibitor-zone/> - The Exhibitor Zone at Sustainability in Drinks (SID) 2025, scheduled for 21 October at St Mary’s, Wyndham Place, York Street, London, is designed to showcase sustainable products and services within the drinks industry. The zone is divided into four themed areas: Land Health, Sustainable Society, Packaging, and Carbon Management. Each area hosts deep-dive workshops facilitated by industry experts, providing attendees with practical insights and solutions to implement sustainable practices in their businesses. The event aims to unite over 40 sustainability experts from the drinks industry and beyond.
6. <https://greenawards.thedrinksbusiness.com/> - The Drinks Business Green Awards are the leading sustainability accolades in the global drinks industry, recognising the pioneering people, products, and practices driving real environmental change across wine, beer, and spirits. These annual awards celebrate those setting new standards for sustainability, from carbon-cutting innovations and eco-conscious packaging to ethical production and community impact. Honouring both trailblazing individuals and forward-thinking brands, the Green Awards shine a spotlight on those truly making a difference. The ceremony is scheduled for November 2025 in Central London, with an entry deadline of 16 September 2025.
7. <https://www.tradedrinksshow.co.uk/sustainability-trail> - The Sustainability Trail at the Trade Drinks Show 2025, taking place on 30 September – 1 October 2025 at London ExCel, highlights the most inspiring suppliers showcasing industry-altering solutions at the cutting edge of eco-innovation within the packaging industry. This feature spans all areas of hotel and resort operations, from energy and water efficiency to waste reduction and eco-design. Each company featured has been hand-selected for their dedication to sustainable development and their proven impact in driving real change. The trail offers a direct path to practical, future-ready solutions for the hospitality industry.