

Press Release

Edinburgh based start-up **S'wheat** launch world's first reusable plant-based bottle on Crowdfunder!

S'wheat are on a Mission to Reduce Plastic Pollution One S'wheat Bottle at a Time.

To date the biggest polluter of our oceans is plastic bottles, no matter where you are in the world the damage that plastics have on the environment can always be seen. **16 million** plastic bottles end up in landfill every day in the UK alone.

“Like many people we were tired of using bottles that just weren't practical. Plastic bottles have been shown to leach chemicals into our water, we found steel bottles to leave a metallic taste and horrible odour and glass bottles are just impractical for on the go. That's why we created S'wheat, The world's first reusable water bottle made from plant-based material!” - (Amee Ritchie)

S'wheat is naturally anti-bacterial and anti-odour due to the plant-based materials used so you never have to worry about odour. S'wheat has also been carefully engineered to enable access at both ends of the bottle allowing for easy cleaning and of course its dishwasher safe.



The Edinburgh based start-up is founded by Amee Ritchie and Jake Elliott-Hook. From being involved with the environment they noticed the large number of plastic bottles being thrown into landfill and our oceans and wanted to create a practical solution.

“S'wheat is as an opportunity to help the world by reducing large amounts of plastics from ending up in our oceans. For everyone 1 S'wheat bottle you buy, you save 1,460 plastic bottles from ending up in landfill!” - (Jake Elliott-Hook)

The **£10,000** they aim to raise through Crowdfunder will be used to fund their very first production run so that they can launch in October.

[Click for more info & images](#)
[Crowdfunder Page](#)

ameeritchie@gmail.com
07490733123

