DB Breweries has launched “Beer Bottle Sand”, an environmentally friendly campaign designed to encourage the recycling of glass beer bottles. In New Zealand, three out of every twelve beers sold end up in landfill. The Beer Bottle Sand project aims to keep recyclable glass out of landfill and sand on New Zealand’s beaches. The brewery has built a fleet of machines that let their drinkers instantly turn their empty bottles into sand substitute. DB Export Beer Bottle Sand will then be supplied to construction companies and commercial partners, reducing the country’s dependence on beach-derived sand. To do their bit, New Zealanders simply have to empty a bottle of DB Export

**http://theinspirationroom.com/daily/2017/db-export-beer-bottle-sand/**