



HIPOTELS

Hotels & Resorts

PRESS RELEASE

Hipotels collaborates with Licors Moyà 1890 and Lafiore in a new circular economy initiative

Thanks to Licors Moyà, the company will introduce organic *Herbes de Mallorca* in its establishments and give bottles a second life through a sustainable reuse process carried out by Lafiore.



Image: Herbes de Mallorca by Licors Moyà 1890.

Mallorca, May 2026 – Hipotels reinforces its commitment to sustainability and support for local products through a new collaboration with Licors Moyà 1890, promoting an initiative based on circular economy and the responsible reuse of materials. This action is part of WECARE360°, Hipotels' CSR strategy, and specifically its *Planet Care* pillar, focused on caring for the environment and generating a positive impact in the destinations where the company operates.

As part of this project, Hipotels establishments will begin serving organic *Herbes de Mallorca*, adding to their offering a product deeply rooted in local tradition and produced according to responsible standards. In doing so, the company continues to advance initiatives that combine quality, proximity and respect for the environment.

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The collaboration also includes a second phase with special environmental value. The bottles used in the service will not be discarded, but instead stored in specific boxes provided by Licors Moyà 1890 for later collection and reuse. Thanks to the joint work with Lafiore, these bottles will be given a second life as glasses or candles.

“At Hipotels, we understand sustainability through action and consistency. Joining initiatives such as the one led by Licors Moyà 1890 allows us to continue moving forward together with local partners who share our vision of quality and responsibility. These are projects that create real value for the environment and for our guests,” says Gabriela Lull, CSO of Hipotels.

This initiative helps reduce waste, promote circularity and give visibility to local projects that generate a real positive impact. For Hipotels, collaborating with projects aligned with Planet Care is part of a way of doing things based on reliability, consistency and care.

Hipotels would like to thank everyone involved in making this collaboration possible. Because when commitment is shared, the impact goes further.



Herbes de Mallorca by Licors Moyà 1890 and the reuse of glass into Lafiore glasses..



About Hipotels Hotels & Resorts

For over 50 years, Hipotels has played a leading role in Mallorca's tourism development, becoming one of the island's hotel chains with the largest number of rooms.

Founded by Joan Lull, the group reflects his vision and character through a careful expansion strategy in destinations such as Mallorca, Cádiz, Lanzarote, and Cancún. With a hotel portfolio in constant renewal, this development model has allowed the company to maintain a close management style based on long-term relationships with both guests and employees.

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