

Winery Exchange Moves the Sustainable Packaging Bar

High-Quality Eco Wine Bottles Lead the Way

Winery Exchange is adding lighter weight, eco-friendly versions of Bordeaux and Burgundy style bottles to its packaging alternatives.

Why Eco-Friendly Glass?

- ◆ This option benefits the environment and reflects the “green” direction promoted by our retail partners and demanded by the ultimate consumer.
- ◆ There is a proven reduction in environmental impact with the use of this bottle option.
- ◆ These bottles retain the visual appeal and high quality of traditional wine bottles, while keeping our brands and customers in the forefront of sustainable packaging trends.

Eco-Friendly Wine Bottles

Benefitting the Environment & Our Retail Partners

- ◆ At 16 ounces, the eco-friendly bottle weighs 16% less than the standard bottle, which in turn reduces the use of raw materials by 16%.
- ◆ Reduction of greenhouse gases. Compared to a “classic” wine bottle, energy for manufacturing and CO₂ emissions are lowered by 21% - 33%.
- ◆ Reduces the impact of transportation as 21% - 25% more bottles can be loaded in a truck versus “classic” wine bottles.
- ◆ Bottles are made with 50% recycled material.
- ◆ Bottles are 100% recyclable and can be recycled endlessly without any loss in purity or quality.
- ◆ Reduces the total energy investment in each bottle.
- ◆ High-quality wine bottle that reduces the overall impact on the environment while having the same characteristics and presence as its traditional glass counterpart.



First Winery Exchange Brand to Feature Eco Wine Bottles

“Glass is by far the heaviest component of our packaging waste and we believe we can make a substantial contribution to our target by reducing the weight of these containers.”

-Andy Gale, Tesco category technical manager for Beers, Wines and Spirits (as quoted in *Wrap, A Case Study, Lightweight wine bottles: less is more*)

WINERY  **EXCHANGE™**

BUILDING BRANDS WORLDWIDE