

RISE Planning Committee



ANNA BRITTAIN
Executive Director
Napa Green



MICHELLE NOVI
Industry Relations and Regulatory
Affairs Director, Napa Valley
Vintners



DAN PETROSKI
Winemaker, Massican Winery and
Board Member, Napa Valley
Grapegrowers



MOLLY (SHEPPARD) BURROUGHS
Assistant Winemaker & Environmental
Manager at Spottswoode Estate
Vineyard & Winery



EVYN CAMERON
Consulting Winemaker



MARTIN REYES, MW
Partner, WineWise; Founder, Reyes Wine
Group and Co-Founder, Wine Unify



TOD MOSTERO
Director of Viticulture &
Winemaking at Dominus Estate

Napa Green Team



ANNA BRITTAIN
Executive Director



MEGAN SCOTT
Winery Program Manager



BEN MACKIE
Vineyard Program Manager



SIERRA MINCHACA
Climate & Soil Specialist



MARISA TAYLOR
Program Coordinator



MEGHAN VERGARA
Social Media Manager



BILL BENNETT
Winery Program Engineer

A scenic landscape featuring rolling green hills in the foreground, a river winding through the middle ground, and distant mountains under a hazy, overcast sky. The text is overlaid on the center of the image.

If not here,
WHERE?

If not now,
WHEN?



CONSCIOUS CONTAINER[®]

BUILDING THE REFILLABLE GLASS
CIRCULAR ECONOMY

MARQUEE SPEAKER:

JASON HAAS

PARTNER AND GENERAL MANAGER AT TABLAS CREEK VINEYARD



Learn More
www.RISEGreen.org

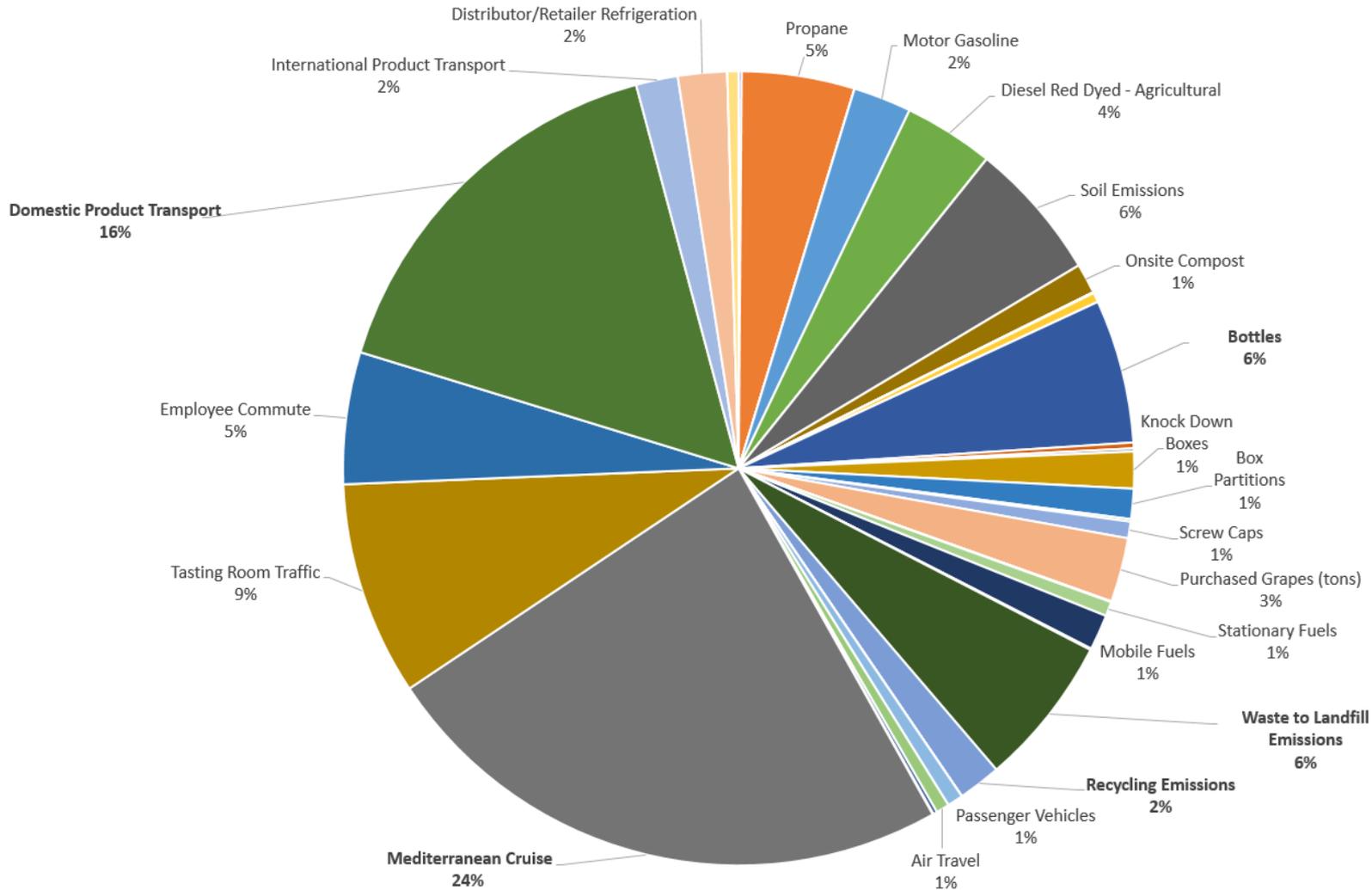
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So many ways – and reasons – to make a difference

Jason Haas, Proprietor
Tablas Creek Vineyard
jhaas@tablascreek.com



Emissions Visualization



In the Vineyard

A photograph of a vineyard on a hillside. In the foreground, a llama with white and brown patches stands in a field of tall green grass. Behind it, rows of grapevines stretch across the slope. In the distance, a flock of sheep is grazing on the grass. The sky is overcast and grey.

Regenerative Organics

Joined pilot program in 2018, certified in 2020. Has the depth of Biodynamics with the breadth of a sustainability certification. Addresses:

- Soil health & biodiversity
- Resource use
- Carbon capture
- Animal welfare
- Farmworker fairness

Why? These challenges in resource scarcity and climate change are real and likely unsolvable without agriculture being a part of the solution

But Don't Let the Perfect Be the Enemy of the Good

Options to consider that all make a difference:

- Move away from systemic herbicides
- Plant at lower density to reduce irrigation
- Reduce your tillage
- Move to solar power
- Incorporate biochar
- Use deeper rooting rootstocks
- Bring in sheep in the winter & spring
- If you can, consider a higher certification



In the Cellar

Focus on Water & Energy Use

For energy:

- Motion-sensitive lights & better insulation
- Night cooling systems
- Solar power

For water:

- Move to steam for cleaning
- Reuse your waste water for irrigation
- Capture the rain from your roof

For the future:

- CO₂ capture offers major potential benefits

A close-up photograph of several stacked aluminum kegs, likely for beer. The kegs are arranged in a grid-like pattern, with some showing their handles and central openings. The lighting is bright, highlighting the metallic texture and some wear on the kegs. The word "Packaging" is overlaid in a large, white, sans-serif font in the center of the image.

Packaging

Lightweight Glass – A Great First Step

In 2010 we moved to lightweight bottles (16.5 oz)

- Worked with Tricor Braun & Ardagh Glass on a domestic, lightweight mold with our leaf logo
- Reduced case weight by 26% and total glass weight by 45 tons/year
- Reduced packaging CO2 footprint by 12% vs. our regular bottle and 32% vs. our heavy bottle
- Overwhelmingly positive customer feedback
- Savings on glass and shipping are real: for us \$160,000/year (\$2.2 million in 14 years)



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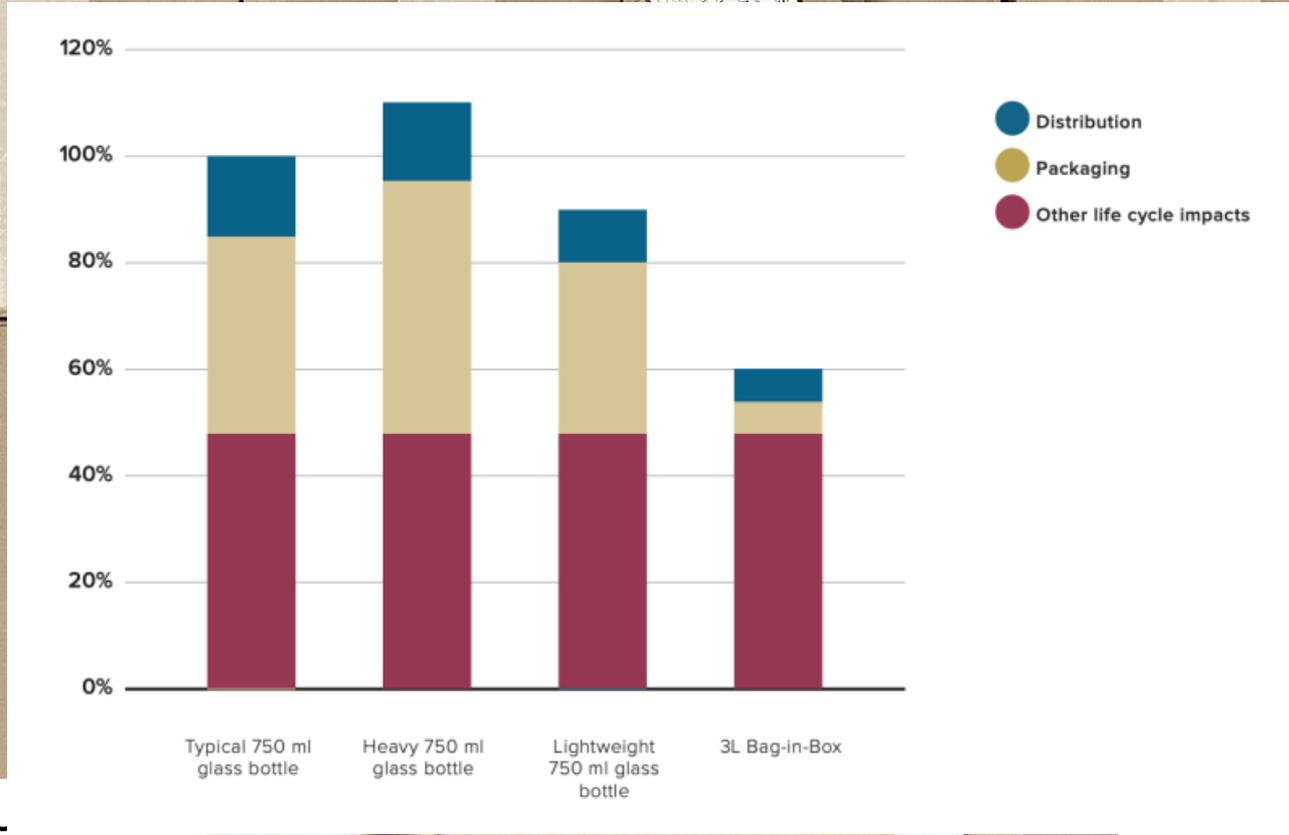
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Shipping & Distribution



Shipping via satellite hubs

Since March 2016 we've shipped club shipments via hubs (in addition to Santa Maria, CA)

- 2 satellite hubs, located in MO and NY
- Wine trucked by ground (refrigerated) to hubs
- Shipments sent ground and arrive in 1-2 days
- Monetary savings of \$15-\$35 per shipment
- Carbon footprint savings of 85% vs. air on those shipments
- Next frontier: daily shipping

And remember, your packaging choices show up here too, in a big way

Conclusions

- Customers want to be inspired by the choices of companies they support and the wine media is excited to write about advances in sustainability
- The tools to communicate are easy and cheap
- The American wine consuming public is more open to alternative packaging than ever before
- There are real monetary savings as well
- An investment to quantify your footprint pays off fast
- Make sustainability everyone's responsibility
- Don't let how much there is to do keep you from getting started

A white alpaca is the central focus, looking directly at the camera. It has large, upright ears and a white face with some dark markings around its eyes. The background shows a grassy field with several other alpacas of various colors (white, brown, and grey) grazing. A wooden post-and-rail fence runs across the middle ground. In the distance, there are rolling hills under a bright, golden sunset sky. The sun is low on the horizon, creating a warm, golden glow over the entire scene. The text "Thank you!" is overlaid in the center in a large, white, sans-serif font.

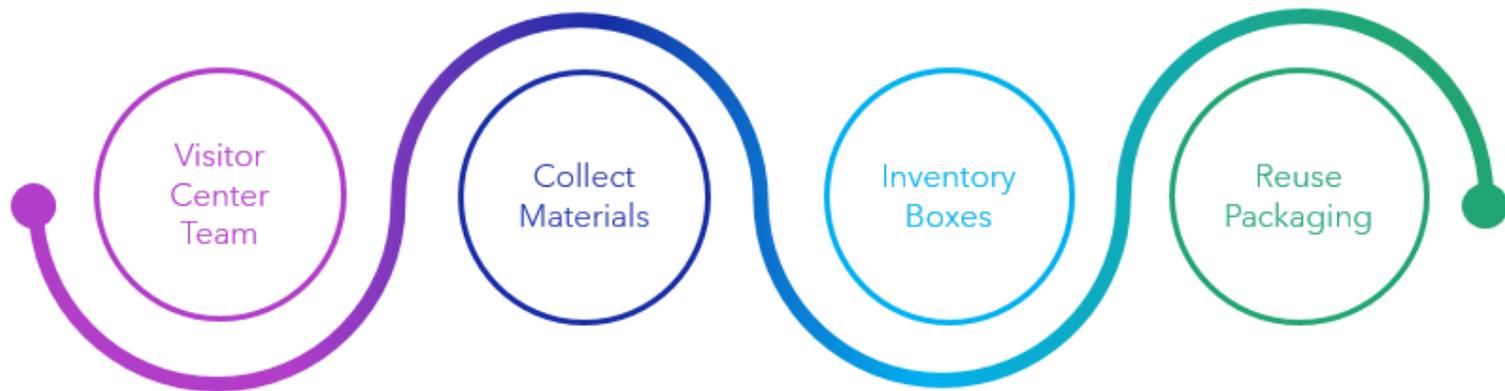
Thank you!

A close-up photograph showing two hands holding a small, rectangular printed circuit board (PCB) over a document. The document has the text 'DOMAINE CARNEROS' printed on it. The hands are positioned as if presenting or examining the board. The background is softly blurred, focusing attention on the hands and the board.

WASTE PREVENTION AND THE SUPPLY CHAIN

DOMAINE CARNEROS' PACKAGING REUSE
PROGRAM

PACKAGING REUSE PROGRAM ROADMAP



CAREFULLY OPEN PACKAGING

Our team is trained to open packaging carefully to ensure maximum reusability

STORE IN CLEAN DRY AREA

Our packaging is collected in our cellar in a clean dry area

COUNT RETURNED PACKAGING

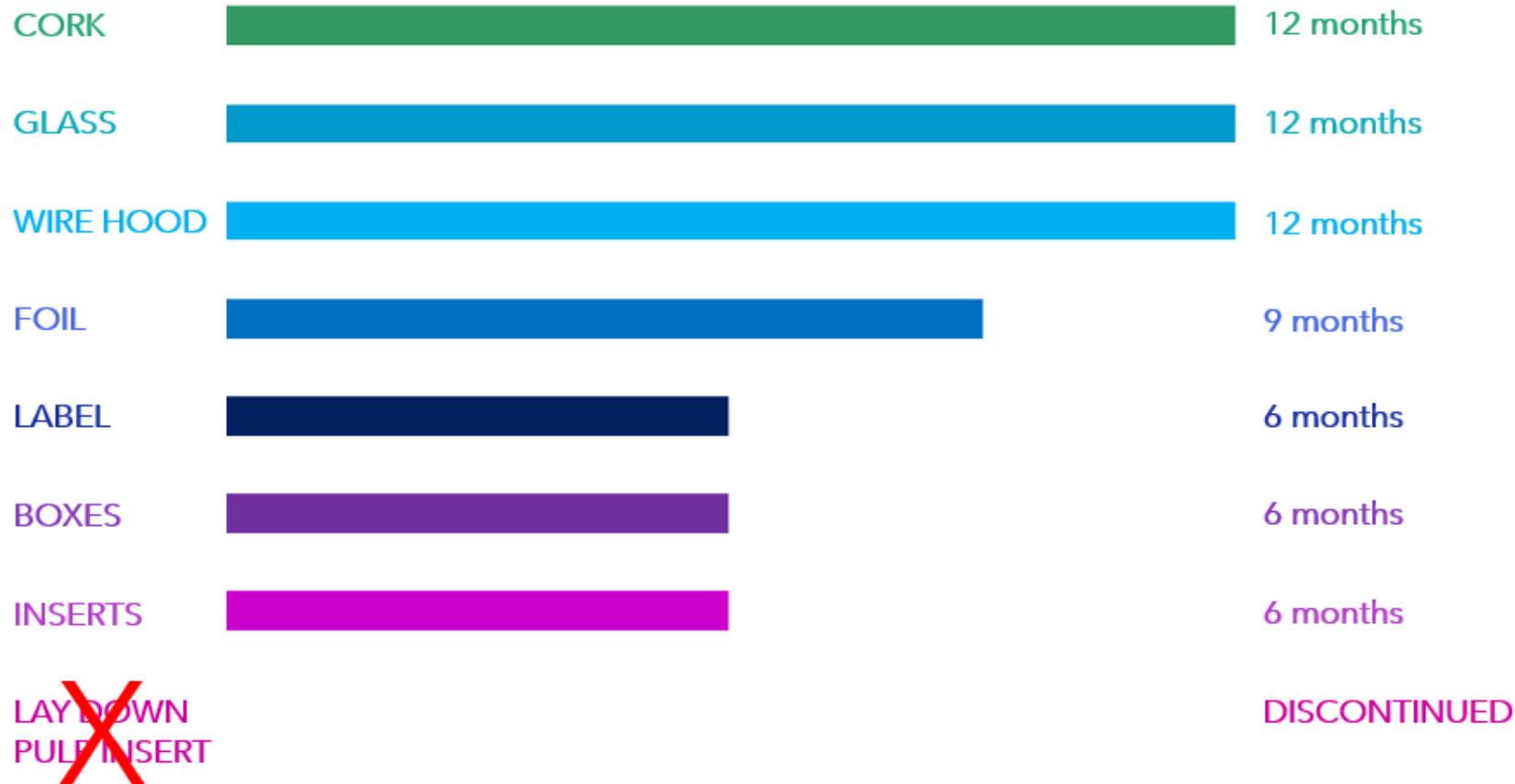
Packaging is inspected and inventoried weekly. All returned packaging data is also entered into a separate spreadsheet.

REFILL WITH NEXT CUVÉE

The inventoried packaging returns to production where it is refilled with the next cuvée

2021-2022 SUPPLY CHAIN DISRUPTIONS

DELAY TIME IN MONTHS



PACKAGING REUSE PROGRAM BENEFITS

- Program acted as buffer to supply chain disruptions
- Allowed us to continue production despite discontinuation of lay down inserts
- 63% increase in savings in the 2022 calendar year
- \$100,000 saved through recycling materials
- Diverted 32,000 lbs. of cardboard



TIPS AND TRICKS FOR STARTING A PROGRAM

BE READY TO FAIL

TRACK EVERYTHING

RE-EVALUATE FREQUENTLY

PLEASE REACH OUT IF YOU HAVE ANY
QUESTIONS OR WOULD LIKE TO TALK
MORE ABOUT SUSTAINABILITY

RSANCHEZ@DOMAINECARNEROS.COM

LIVING ROOM SALON:

LEVERAGING CULTURE, DATA, AND BEHAVIORAL SCIENCE FOR POSITIVE CHANGE



Expert Speakers:

- **Kelli A. White**, Director of Education for the Wine Center at Meadowood
- **Sarah Unger**, Co-Founder of CULTIQUE
- **Janie Brooks Heuck**, Managing Director of Brooks Winery
- **Linzi Gay**, President of Clif Family Winery & Farm

Learn More

www.RISEGreen.org

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CLIF FAMILY WINERY & FARM:

A DIFFERENT KIND OF BOTTOM LINE



THINK LIKE A TREE, ACT LIKE A FOREST

**TREES RUN ON RENEWABLE ENERGY, RECYCLE
ALL WASTE AND SUSTAIN AND IMPROVE THE
PLACES THEY GROW.**





Think Like a Tree

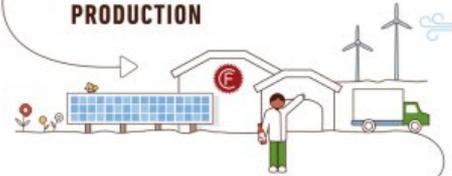


**HOW DO YOU GROW A BUSINESS
THAT THINKS LIKE A TREE AND
ACTS LIKE A FOREST?**

**ORGANIC FOOD
& FARMING**



**SUSTAINABLE
PRODUCTION**




CLIF FAMILY
WINE · FOOD · FARMING

*A business that
thinks like a tree*

**CONSERVE & RESTORE
NATURAL RESOURCES**



**ZERO WASTE
PRACTICES**



GET ENTIRE
TEAM
INVOLVED

WALK THE
TALK

REWARD
SUSTAINABLE
ACTIONS



CONTINUALLY
RAISE THE BAR

INSPIRE
ACTION

RAISE OUR
COLLECTIVE
VOICE





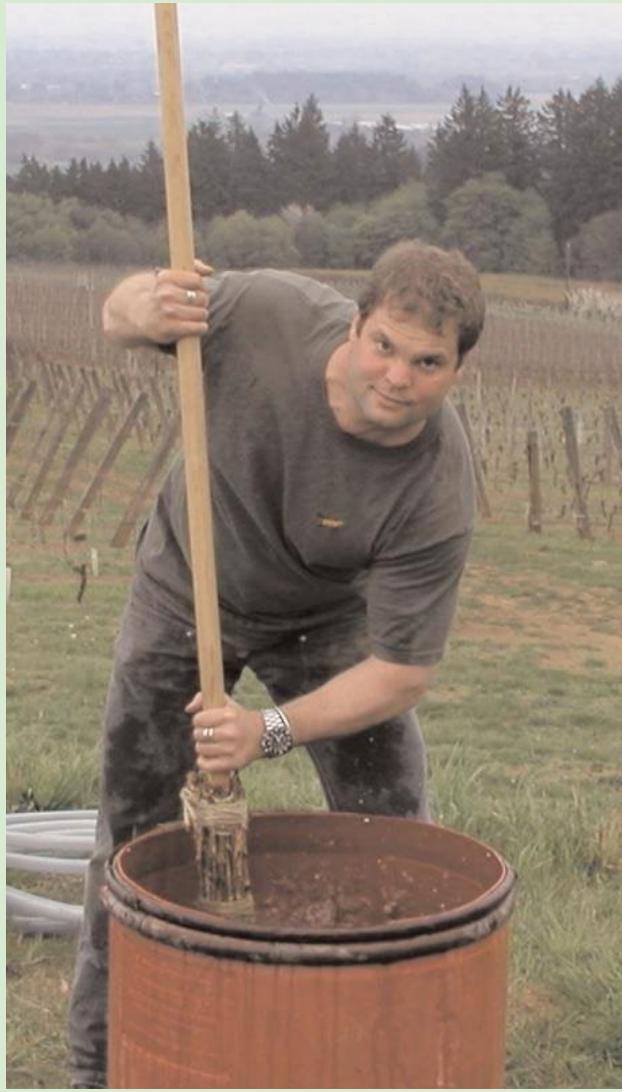
"We're working to run a different kind of company; the kind of place we'd want to work, that makes the kind of wine and food we'd like to enjoy, and that strives for a healthier, more sustainable world - the kind of world we'd like to pass on to our children."

- Kit Crawford, co-owner

Janie Brooks Heuck

Managing Director of Brooks Winery





CLIMATE & WINE SYMPOSIUM





CERTIFIED
BIODYNAMIC®



FOR THE
PLANET.



Janie Brooks Heuck
 Managing Director, Brooks Wines
 831-238-4828



BROOKS

EST. 1998

2021 Brooks Estate Riesling

Ouroboros:

A dragon devouring its own end to guarantee its future existence. This symbol was chosen by our founder Jimi Brooks to represent the circle of life and rebirth. While Jimi is no longer with us, his passion for Oregon Riesling and Pinot Noir created a legacy that lives on through his wines, family, and friends

Soil: Nekia & Jory-comprised of rocky, shallow, well-drained volcanic basalt from ancient lava flows

Planted: 1974 **Elevation:** 650' **Exposure:** East



PRODUCED AND BOTTLED BY
 BROOKS WINES, AMITY, OR U.S.A.

www.brookswines.com 200 cases produced

GOVERNMENT WARNING: (1) ACCORDING TO THE SURGEON GENERAL, WOMEN SHOULD NOT DRINK ALCOHOLIC BEVERAGES DURING PREGNANCY BECAUSE OF THE RISK OF BIRTH DEFECTS. (2) CONSUMPTION OF ALCOHOLIC BEVERAGES IMPAIRS YOUR ABILITY TO DRIVE A CAR OR OPERATE MACHINERY, AND MAY CAUSE HEALTH PROBLEMS. CONTAINS SULFITES

JANIE BROOKS HEUCK
 Managing Director

CELL: 831.238.4828
 WINERY: 503.435.1278
 EMAIL: janie@brookswine.com



WINERY & TASTING ROOM
 21101 SE CHERRY BLOSSOM LN
 AMITY, OR 97101



BROOKSWINES.COM



Be the change.



CLIMATE & WINE SYMPOSIUM

“Treat others with dignity and kindness.”

Our governance and community practices are a reflection of our core values, as we strive to do the best we can for all Brooks stakeholders.

- 71% of the managerial team identify as women.
- Over 60% of our expenses (excluding labor) are with local, independent suppliers.
- The average tenure of our relationships with suppliers is well over 60 months with the longest being 288 months!
- Social and environmental KPIs are incorporated into decision-making at every level of the

“Look after your people and they’ll look after you.”

We wouldn’t be able to make a difference were it not for our workers and our customers, so we place their wellbeing at the heart of our business choices.

- 80% of our full-time team members are paid a living wage or better. Living wage is 50% higher than minimum wage.
- 100% of health, dental, and vision insurance premiums for full-time team members are paid by the Company
- 401K plan pays full match greater than 4%
- Brooks encourages

“Be good to the land and the harvest it bears.”

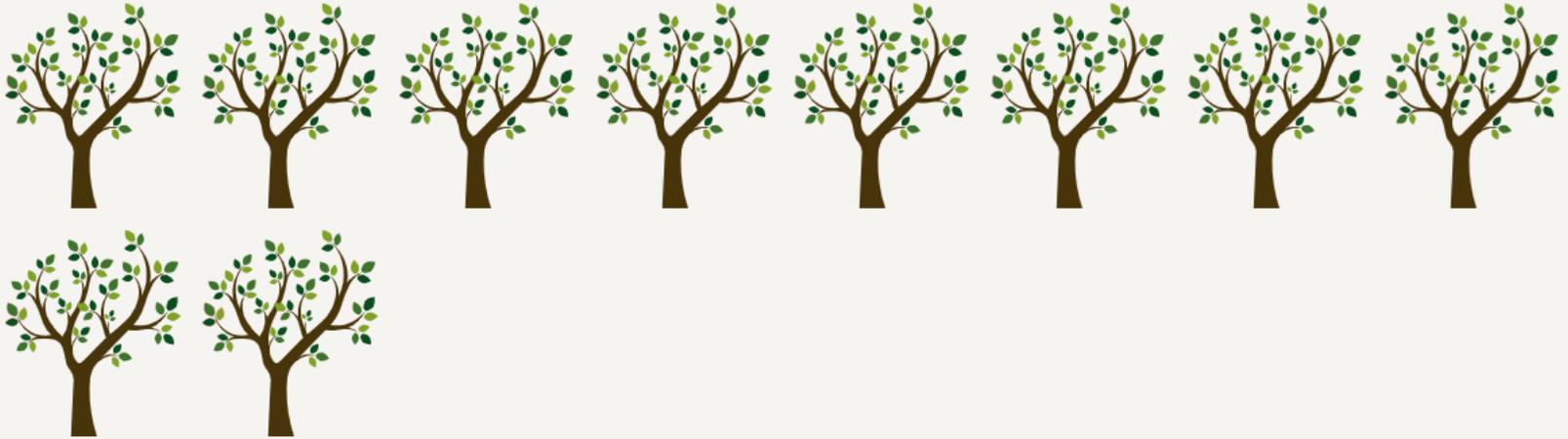
Along with our Biodynamic Principles, we continually seek to improve the vitality of our land and implement more sustainable practices.

- 84% of our waste is recycled! We have a company-wide recovery and recycling program including paper, cardboard, glass, metal and composting.
- By using lighter glass and eliminating tin capsules, our packaging has less overall environmental impact than common industry alternatives.
- Our vineyard is dry-

My Forest

Planting Trees, with your help.

You've helped us plant an additional 10 trees in our forest.

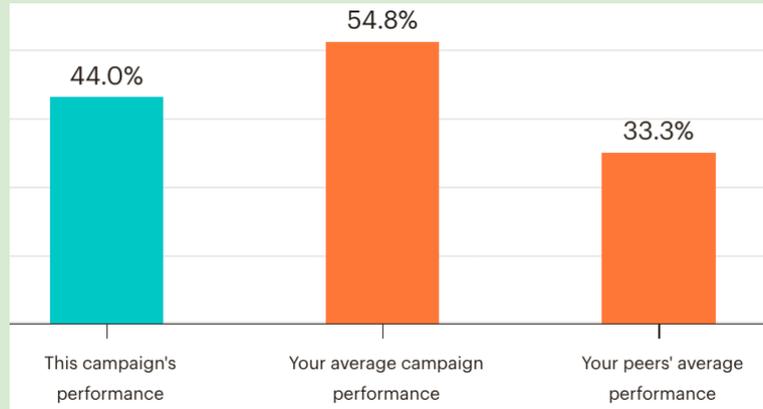




Brooks

- Executive Overview >
- Sales >
 - Highlights
 - How Much Did We Sell?
 - What Did We Sell?**
 - What Was Sold Together?
 - Who Did We Sell To?
 - Where Did We Sell?
 - When Did We Sell?
 - Trends
 - Other Interesting Things
- Tasting Room >
- Wine Club >
- Contacts >

Varietal and Wine Performance					Item Name and Wine Type Performance					Wine Performance within Varietal					Product Flow					Top Wine Word Clouds				
Top Varietals										Top Wines														
Varietal	Net Sales	Net Sales Δ%	Cases Sold (9L) (excl \$0)	Cases \$0	Wine Name	Net Sales	Net Sales Δ%	Cases Sold	Cases \$0															
Totals/Avgs	\$ 157,177.00	-17.5%	419.7	-17.3%	Totals/Avgs	\$ 183,786.34	-15.1%																	
Pinot Noir	\$ 105,039.11	-12.6%	225.3	-10.7%	Non-Wine	\$ 25,712.59	14.1%	0.0																
Riesling	\$ 19,498.19	-7.1%	72.6	-6.3%	Old Vine Pommard Pinot Noir	\$ 18,831.00	758.5%																	
Rose	\$ 11,702.60	-7.3%	46.3	-6.2%	Rastaban Pinot Noir	\$ 17,530.50	186.4%																	
Blend	\$ 10,628.60	8.6%	42.1	0.3%	Eola Amity Hills Pinot Noir	\$ 16,858.00	-																	
Petite Sirah	\$ 4,001.90	-3.3%	12.7	-0.0%	Terue York Hill Pinot Noir	\$ 12,522.00	-																	
Sparkling	\$ 1,930.50	-77.8%	3.9	-77.9%	Pinot Noir Rose	\$ 11,702.60	-																	
Pinot Gris	\$ 1,442.00	-79.1%	5.4	-81.6%	Amycas	\$ 10,113.60	4.3%																	
Muscat	\$ 1,238.90	-34.6%	5.3	-32.3%	Wadenswil Pinot Noir	\$ 7,584.50	-	15.4																
Pinot Blanc	\$ 908.60	-66.9%	3.1	-74.2%	Kiss the Ground Pinot Noir	\$ 5,615.00	5810.5%	12.2																
					Muska Pinot Noir	\$ 4,540.25	290.1%	9.1																
					Johan Vineyard Pinot Noir	\$ 4,534.75	-4.2%	9.2																
					Cahiers Riesling	\$ 4,392.00	38.4%	16.3																
					Terue Petite Sirah	\$ 4,001.90	-3.3%	12.7																
					Bois Joli Riesling	\$ 3,950.80	7738.9%	15.8																
					Red Letter Pinot Noir	\$ 3,592.00	-11.0%	5.7																





CULTIQUE x NAPA RISE: A CONVERSATION

04.12.23

CUL
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WHAT IS CULTURE?

Break the Internet YOLO Totes Squad Adorbs
#nofilter Bae Newbie Gif Throwing shade Viner
Awesomesauce Follow me Memes Amazeballs
MLN #DoYouYouTubers I can't even Shipping
140 characters Slut shaming DM me Ghosting
Ice bucket challenge Friend Zone SMH Basic
On fleek White people problems Hangry Gen Z
Spoiler alert Netflix and chill #FreeTheNipple
SVOD #BlackLivesMatter Autocorrect Twinning
Pumpkin spice latte Affluenza Ecosystem IRL

ECOSYSTEM OF IDEAS



YOU BUILD
THE ROCKET SHIP,
WE MONITOR
THE ATMOSPHERE



CULTURAL CURVE

DOMINANT

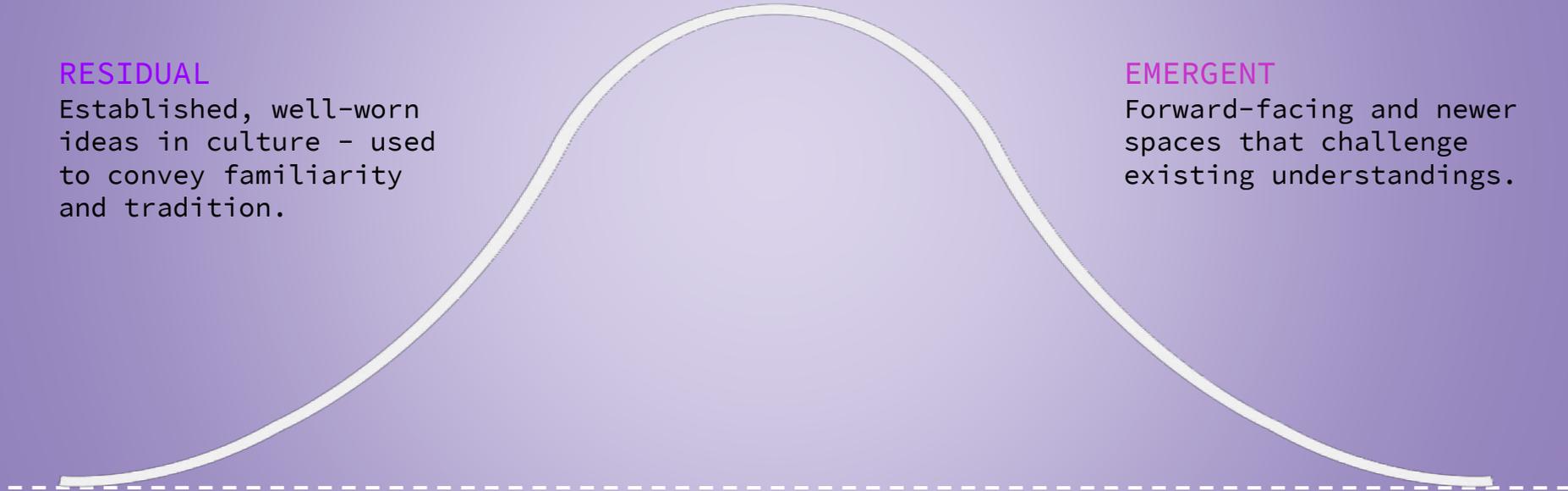
Conversations in tune with key audiences that feel immediately current and relevant.

RESIDUAL

Established, well-worn ideas in culture - used to convey familiarity and tradition.

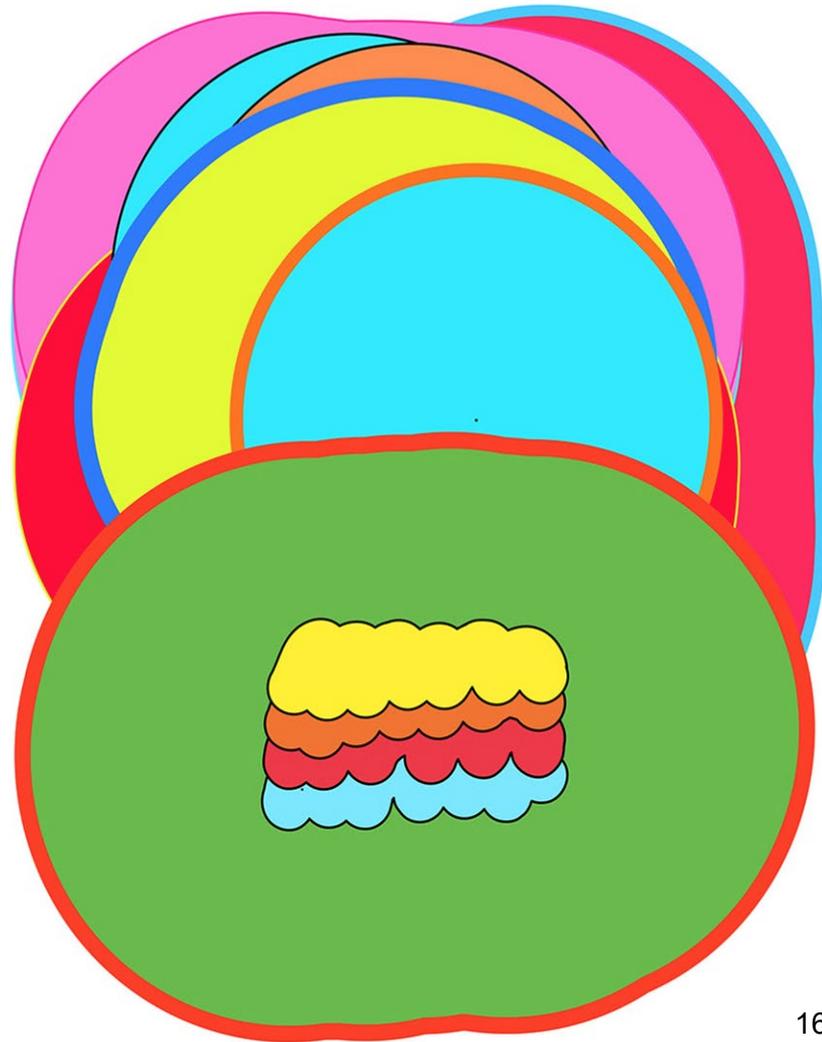
EMERGENT

Forward-facing and newer spaces that challenge existing understandings.



WE'RE AT AN
INFLECTION POINT
IN CULTURE

CUSTOMER RELATIONSHIPS: FROM TRANSACTIONAL TO TRANSFORMATIONAL



ENVIRONMENT: FROM SUSTAINABLE TO REGENERATIVE



POWER: FROM C-SUITE TO E-SUITE



FOR EXAMPLE:



LET'S DISCUSS

sarah@cultique.co
IG @cultique.co



CULTIQUE