



April 26, 2024

Are We Willing to Change Perception for the Sake of the Planet?

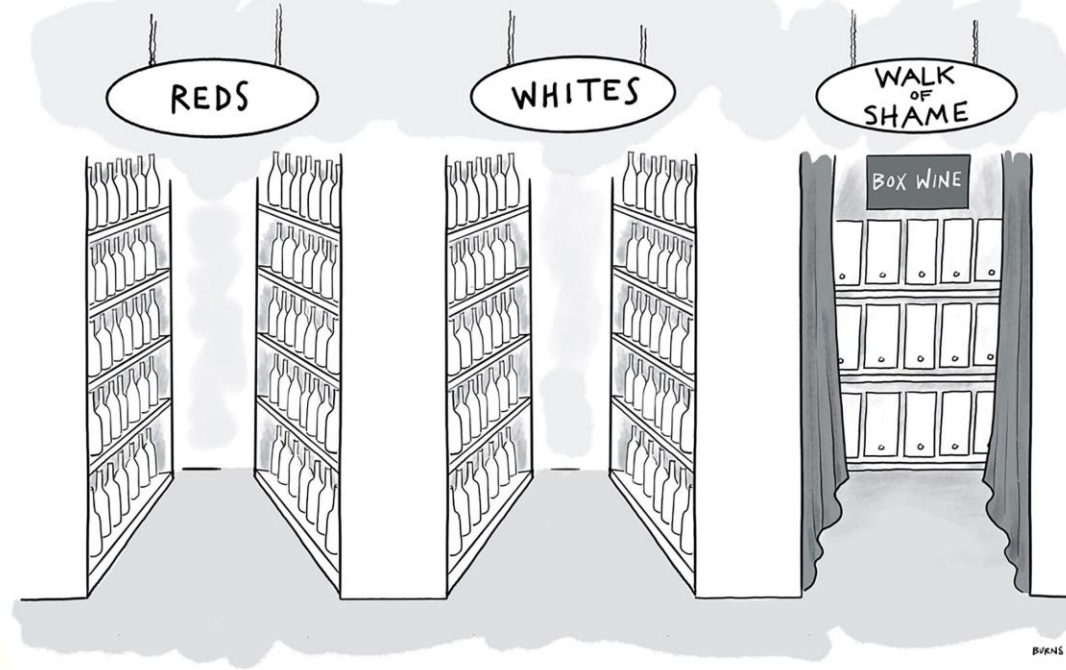
All Things Bottle Sustainability | Napa Green

On a Mission

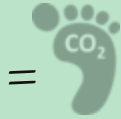
Melissa Monti Saunders, MW
Founder of Communal Brands
and Wine Queen



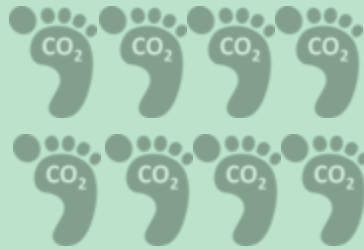
Box Wine Shame



Lowest Carbon Footprint & Least Amount of Waste



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Carbon emissions from the glass bottle is
at least **8 times** higher than the 3L box



750ml glass bottle

4 bottles + label +
closure + capsule



3L wine box

75% recycled
cardboard

The Plastic Liner

GLASS

Heavy and energy-intensive to produce

Requires more resources for transport due to weight

Often not recycled or reused effectively, contributing to waste

PLASTIC LINERS

Heavy and energy-intensive to produce

Requires more resources for transport due to weight

Often not recycled or reused effectively, contributing to waste



Plastic Liners offer a more environmentally friendly option for wine packaging, with lower energy consumption and waste generation compared to glass bottles.

Recycling is not a guilt free card



A mere 30% of glass is actually recycled in the US!
(EPA, 2022)

An Image Problem



History Tradition Romance



"And do you, Stephanie, promise to love, honor, and 'obey'?"

The Cost

Cost to the Planet:



Cost to the industry:

According to the Silicon Valley Bank State of the US Wine Industry 2023

“[B]oomers are being replaced by younger buyers at a clip of 10,000 per day, each of those replacements possessing different tastes, values and desires than the older cohorts” “..

. [c]onsumers younger than 60 are less interested in buying wine today than they were in 2007”

The Sustainable Generation

Our future consumers— consistently demonstrate a high level of commitment to sustainability and care more about sustainable credentials than they do brands.

Blue Yonder 2022 Consumer Sustainability Survey.



What about evolution?



"You remind me of myself—you know—a while ago."

My Vision



Once it's in
the Glass
Does it Really
Matter?



Do you have any questions?

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Thank you!