



## Sustainable wine packaging: How to lower your footprint and engage your customers

**June 1: 1 pm - 4 pm Pacific Standard Time  
Free on Zoom**

**A practical and interactive workshop on how to make packaging (more) sustainable**

### **What is this workshop for?**

This workshop is to discuss what constitutes (more) sustainable packaging today

### **What will be the format?**

Presentations and discussions and Q&A with the speakers and participants

### **Who will attend?**

Wine industry executives, packaging and winery managers

### **Why show up?**

Learn about the drivers, examples, processes, outcomes of sustainable packaging

### **What are the intended outcomes?**

Attendees will know how to better adapt to the demands for better packaging outcomes

### **How do I sign up?**

Sign up for the [Future of Wine Americas conference](#) on June 2-3 and you'll be automatically enrolled.

Alternatively email [tom@sustainablewine.co.uk](mailto:tom@sustainablewine.co.uk)

**Numbers are limited, please contact [tom@sustainablewine.co.uk](mailto:tom@sustainablewine.co.uk) to secure your place.**

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1.00 - 1.50	<p><b>Session one: What do we mean by sustainable packaging in wine? What is the business case?</b></p> <p>It is clear that the packaging of wine has a serious environmental footprint. Some studies show glass and associated packaging issues can mean 30% or so, of a bottle of wine's GHG footprint can be found in the bottle.</p> <p>But other formats are also imperfect and have impacts. Although these can often be much lower, consumer acceptance and desire/demand from producers can be a challenge.</p> <p>In this opening session we will discuss what "sustainable" should and does mean today in wine packaging, and which format works best, depending on circumstance.</p> <p>We will analyse the different GHG footprints of differing formats, and discuss both how expectations are evolving, but also how the wine sector can respond to them.</p>
2.00 - 2.10	Mini Break
2.10 - 3.00	<p><b>Session two: How do you make the case for investment, and take the first steps?</b></p> <p>Now we've discussed the business case FOR sustainable packaging, how do you make it happen for your business. In this second, practical session we will look at the following:</p> <ul style="list-style-type: none"><li>- Taking the first steps, how to begin the journey: Assess where you are today in both packaging and footprint</li><li>- Create opportunity: How to look at where the cost savings are, and drive change</li></ul>
3.00 – 3.10	Mini break
3.10 – 4.00	<p><b>Session three: The tools to help you get there, and what the future of sustainable wine packaging looks like</b></p> <p>In this final session we will consider how you:</p> <ul style="list-style-type: none"><li>- Make innovation happen. Here we will look at HOW you can move beyond initial approaches, partner and collaborate to create innovative solutions</li><li>- Focus on scale. How can multiple wine players look to collaborate and drive scale, but keep their identity, please the customer, and lower their impact</li><li>- Assess the future: Where is all this leading, and what changes may you see in sustainable wine packaging by 2025 and beyond?</li></ul>

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