



**Setting the Highest Bar for Sustainability & Climate
Action Leadership in the Wine Industry**



**Water
Efficiency &
Savings**



**Energy
Efficiency &
Savings**



**Waste Prevention &
Supply Chain**

Six Pillars of Sustainable Winegrowing Leadership



**Proactive Farming,
Soil Health &
Biodiversity**



**Social Justice,
Diversity & Inclusion**



**Climate Action &
Regenerative Ag**

CERTIFICATION STANDARDS	NAPA GREEN VINEYARD	NAPA GREEN WINERY	REGENERATIVE ORGANIC*	ORGANIC*	BIODYNAMIC*
Developed for Wine Industry	✓	✓			
Environmental Compliance	Foundation for entry	Foundation for entry			
Whole Property Certification	✓	✓	✓		✓
Allow Organic Pesticides	✓		✓	✓	✓
Allow some Synthetic Pesticides, with Restrictions	✓				
Social Justice, Diversity & Inclusion	✓	✓	✓		
Water Efficiency	✓	✓			
Energy Efficiency	✓	✓			
Waste Prevention & Supply Chain		✓			
Healthy Soils & Biodiversity	✓		✓		✓
Forest Management & Fire Resilience	✓				
Climate Action	✓	✓	✓		
Carbon Farm Plan Report	✓				
Irrigation DU Report	✓				
Integrated Resource Assessment Report		✓			
Track Metrics & Continuing Improvement	✓	✓			
Third-Party Audit	✓	✓	✓	✓	✓
*ROC, Organic & Biodynamic DO NOT include sustainability or stewardship standards for production & distribution.					

NAPA GREEN LAND



- Launched in 2004.
- Practices to improve the health of the Napa River and watershed by preventing erosion & soil runoff.
- In 2017, the Water Board adopted these best practices and “Farm Plan” as regulatory compliance for vineyard Waste Discharge Requirements (WDR).
- Environmental compliance is fundamental. Our mission is to help our members continuously take sustainability leadership to the next level.



Springboard



NAPA GREEN VINEYARD



- REPLACES Land program as of Jan. 2022. Members have one-year to transition.
- First wine industry sustainability certification to focus on climate action, regenerative farming, and social equity.
- Cutting edge program to address the critical issues of today and tomorrow.



>90 required practices



How is Sustainability Different from Organic?

ORGANIC

- Farm system only
- Focused on Don't: Eliminate Synthetic Pesticides

SUSTAINABLE

- Vineyard AND Winery
- Focus on Do: Resource Efficiency; Climate Action; Social Equity
- Includes prohibitions & restrictions on specific pesticide & herbicide use



IMAGE COURTESY OF NAPA GREEN

INDUSTRY NEWS

Why Napa Green's Glyphosate Ban is Such a Big Deal

REGENERATIVE AGRICULTURE SHIFTS THE PARADIGM

Compete with Nature

Disturb Soil

Monoculture

Reductionist



Partner with Nature



Protect Soil



Diversity



Holistic

The Principles of SOIL HEALTH

Context-Specific

Limit Disturbance | Armor the Soil | Living Roots

Build Biodiversity | PHASEOUT Chemical Inputs | Integrate Animals





Napa Green Certified Vineyards implement >90 sustainability & climate action practices:

I. Social Justice, Diversity & Inclusion

II. REGENERATIVE AG, SOIL HEALTH & CARBON FARM PLANS

- Custom Carbon Farm Plan for every vineyard property w/COMET sequestration analysis paired with Scope 1&2 emissions inventory
- Assistance with soil sampling and analysis
- Implementation funding – E.g., Zero Foodprint, Healthy Soils, SWEEP
- Pilot partnerships – E.g., Agrology real-time carbon monitoring

III. IRRIGATION ASSESSMENTS & WATER EFFICIENCY

- DU Assessment and Recommendations report

IV. Forest Management for Health & Fire Resilience

- Connections with resources including Resource Conservation District, North Bay Forest Improvement Program, The Clean Burn Company

V. Prohibited & Restricted Pesticides

VI. CLIMATE-SMART BURNING & ALTERNATIVES

- Conservation/low-smoke burn, flame-cap kiln and Air Curtain Burner demonstrations and training

Benefits of Regenerative Farming

- Improving soil health
 - Water infiltration and retention
 - Microbial, fungal, plant, and animal diversity
 - Resilience to drought, high heat, and, conversely, heavy, rapid rain events
 - Resilience to disease and pest pressure
 - Building belowground carbon storage
-
- Napa Green Vineyards are already sequestering 12,300 tons of CO₂e, equivalent to the annual electricity use of 2,560 homes.
 - Napa Green has identified additional opportunities to improve soil health, water health, climate resilience and store another 14,100 tons of CO₂e.














**BHAG: Carbon Neutral in Six years
and Climate positive in Nine Years**



Agriculture is the ONE sector that has the ability to transform from a net emitter of CO₂ to a net sequesterer of CO₂ — there is no other human managed realm with this potential.

Carbon Cycle Institute

A man wearing a light-colored straw hat and a dark long-sleeved shirt is shown in profile, looking towards the right. He is standing in a vineyard. In the foreground, there are bright yellow flowers. In the background, there are rows of grapevines and a hazy mountain range under a clear sky. A semi-transparent white box with green text is overlaid on the right side of the image.

**53 growers certified,
representing 92 vineyards
with ~5,700 vineyard acres
and 14,000 total acres of
property certified**



**Napa Green Certified Wineries implement
>120 sustainability & climate action
practices:**

- **Save energy and water and increase efficiency**
- **Prevent waste through recycling, composting and greening supply chain**
- **Reduce GHG emissions and the winery's carbon footprint**
- **Commit to social justice, diversity & inclusion**
- **The whole facility is certified from production to administration to hospitality**

Don't Overlook What is Essential

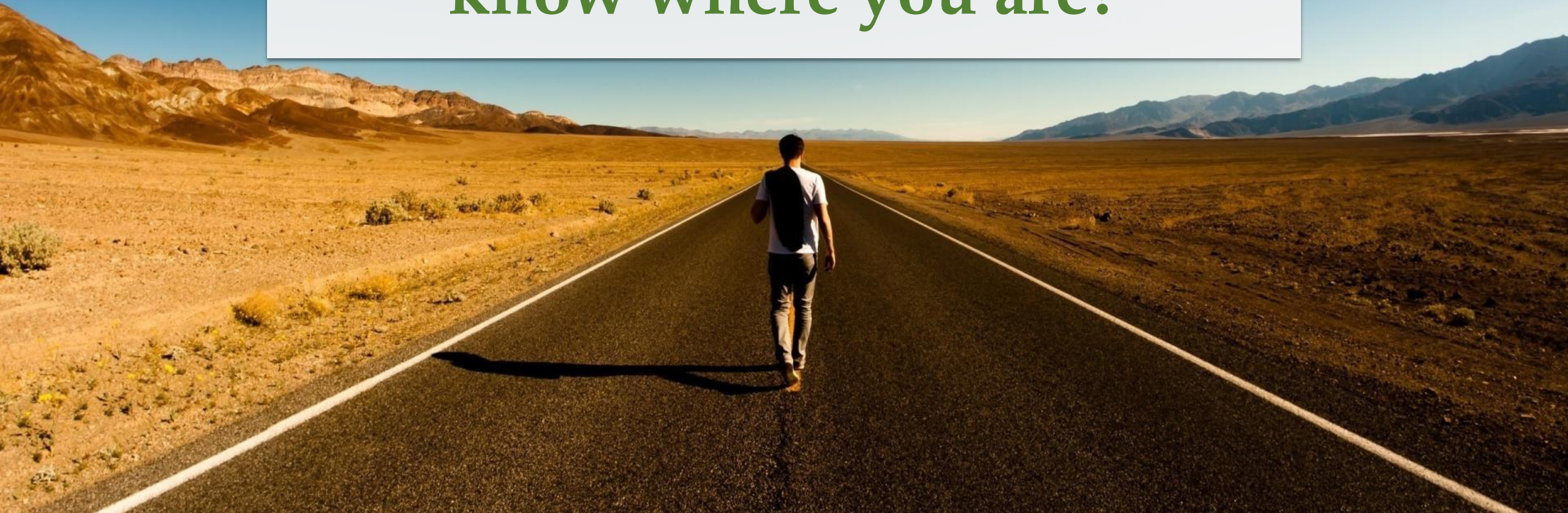
We have two women leading an all-Latino winemaking team. Our small cellar team of six has all been here 15 plus years, with a 50:50 split of women to men. At least once a year we visit another winery that is a leader in sustainability. This helps keep everyone engaged and thinking about both low-hanging fruit and long-term dreams for saving water and energy, reducing emissions, and building resilience. Laura Orozco, our Assistant Winemaker, is bullish about recycling and composting and keeping the team trained. We focus on development and opportunities for advancement, and have a budget for education to support professional and personal growth. Edgar Lona joined as a cellar intern in 1997, and is now the Cellar Master & Facility Supervisor. We are working with The Roots Fund to hire interns for harvest to broaden and diversify our talent pool. We also try to be generous with work-life balance, especially with the home-schooling challenges during COVID. Napa Green has broadened our perspective of what sustainability really means – it is so much more than how we grow our grapes. Diversity and social inclusion are a part of our fabric, essential to sustain our business and make us better.

—Elizabeth Vianna, Winemaker & General Manager, Chimney Rock Winery

NAPA GREEN CERTIFIED WINERIES: Accendo Cellars, ADAMVS, Alpha Omega, Amici Cellars, Artesa Vineyards & Winery, Ashes & Diamonds, Ballentine Vineyards, Bennett Lane Winery, Beringer Vineyards, Blackbird Vineyards, Boesch Vineyards, Bouchaine Vineyards, BRAND Napa Valley, CADE Estate Winery, Cakebread Cellars, Cardinale, Castello di Amorosa, Chateau Boswell Winery, **Chimney Rock Winery**, Cliff Lede Vineyards, Clos Du Val, Conn Creek Winery, Covert Estate, Crocker & Starr Wines, Cuvaision, Dalla Valle Vineyards, Domaine Carneros, Domaine Chandon, Etude, Far Niente Winery, Frank Family Vineyards, Gamble Family Vineyards, Grgich Hills Estate, Hagafen Cellars, Handwritten Wines, Hyde Estate Winery, Jessup Cellars, Joseph Phelps Vineyards, Judd's Hill Winery, Larkmead Vineyards, Markham Vineyards, Materra | Cunat Family Vineyards, Merryvale Vineyards, Mumm Napa, Nickel & Nickel, O'Brien Estate, Odette Estate Winery, Peju Winery, Peter Paul Wines, Phifer Pavitt Wine, Pine Ridge Vineyards, Porter Family Vineyards, Priest Ranch, Provenance Vineyards, Raymond Vineyards, RD Winery, Robert Biale Vineyards, Robert Craig Winery, Robert Mondavi Winery, Rombauer Vineyards, Ruthford Hill Winery, Salvestrin, Schramsberg Vineyards, Schweiger Vineyards, Seavey Vineyard, Silenus Winery, Silver Oak, Sloan Estate, St. Supéry Estate Vineyards & Winery, Stag's Leap Wine Cellars, Sutter Home Winery, The Caves at Soda Canyon, The Prisoner Wine Company, Trefethen Family Vineyards, Tres Sabores, Trois Noix, Truchard Vineyards, Turnbull Wine Cellars, Twomey Cellars, Viader Vineyards & Winery, Wheeler Farms Winery, Whitehall Lane, Young Ingleswood Vineyards, ZD Wines



How can you know where
you're going if you don't
know where you are?



ENERGY

(Caveat — Issue of Scale)

EXCELLENT

<10 kWh/case

OKAY

10-15 kWh/case

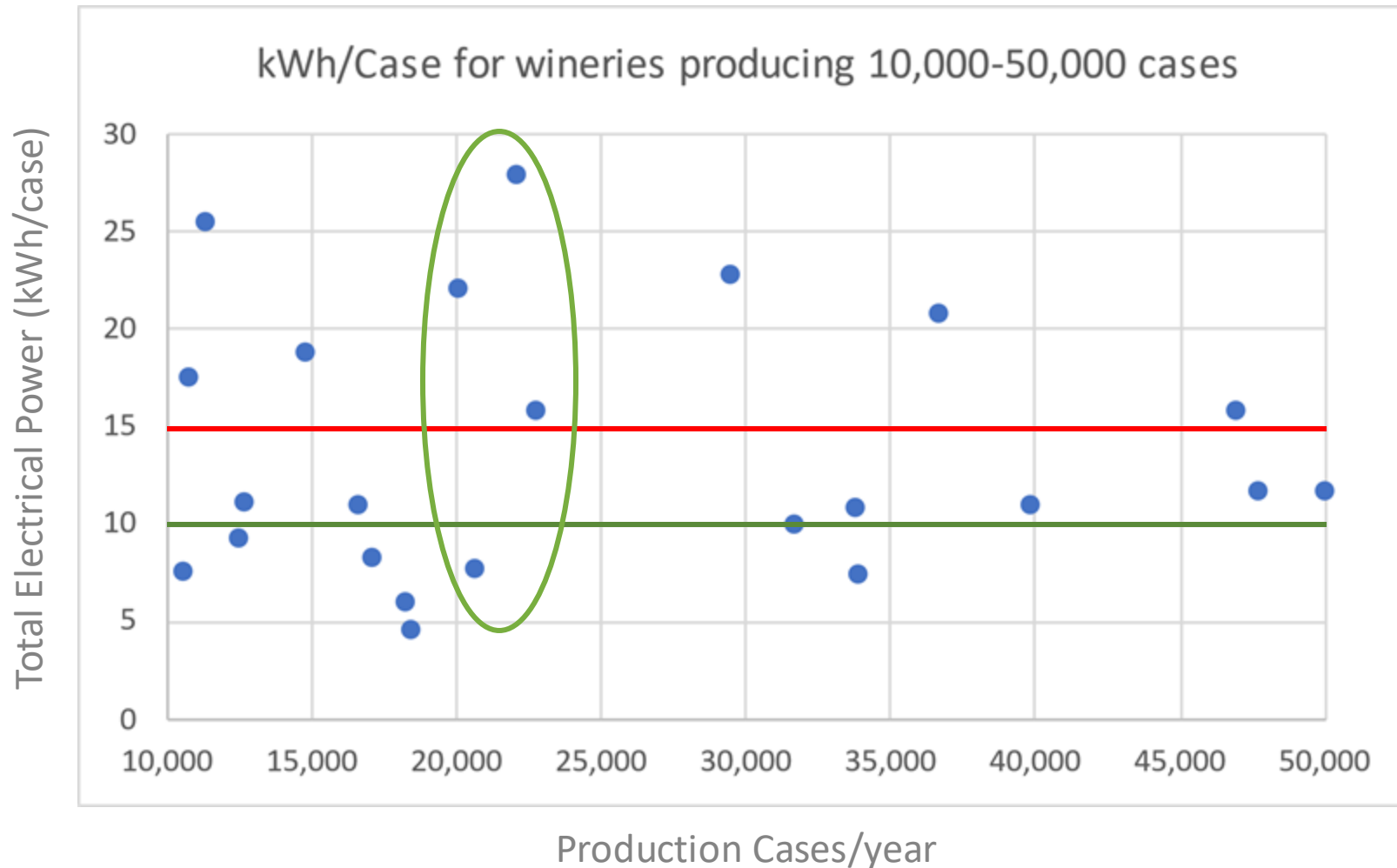
NEEDS IMPROVEMENT

>15 kWh/case

Goal posts based on industry research and results from 240+ winery audits to date

Energy Intensity Metrics 10,000-50,000 Cases

kWh/case for TOTAL energy use — Grid + Solar (if applicable)



Two wineries making 20-25k cases of wine.

Efficiency Difference:

\$200,000 a YEAR in

savings

- Okay Efficiency (<15 kWh/case)
- Excellent Efficiency(<10 kWh/case)
- Total Electrical Usage



WATER

(Caveat — Issue of Scale)

EXCELLENT
3-6 Gal/Gal

OKAY
6-10 Gal/Gal

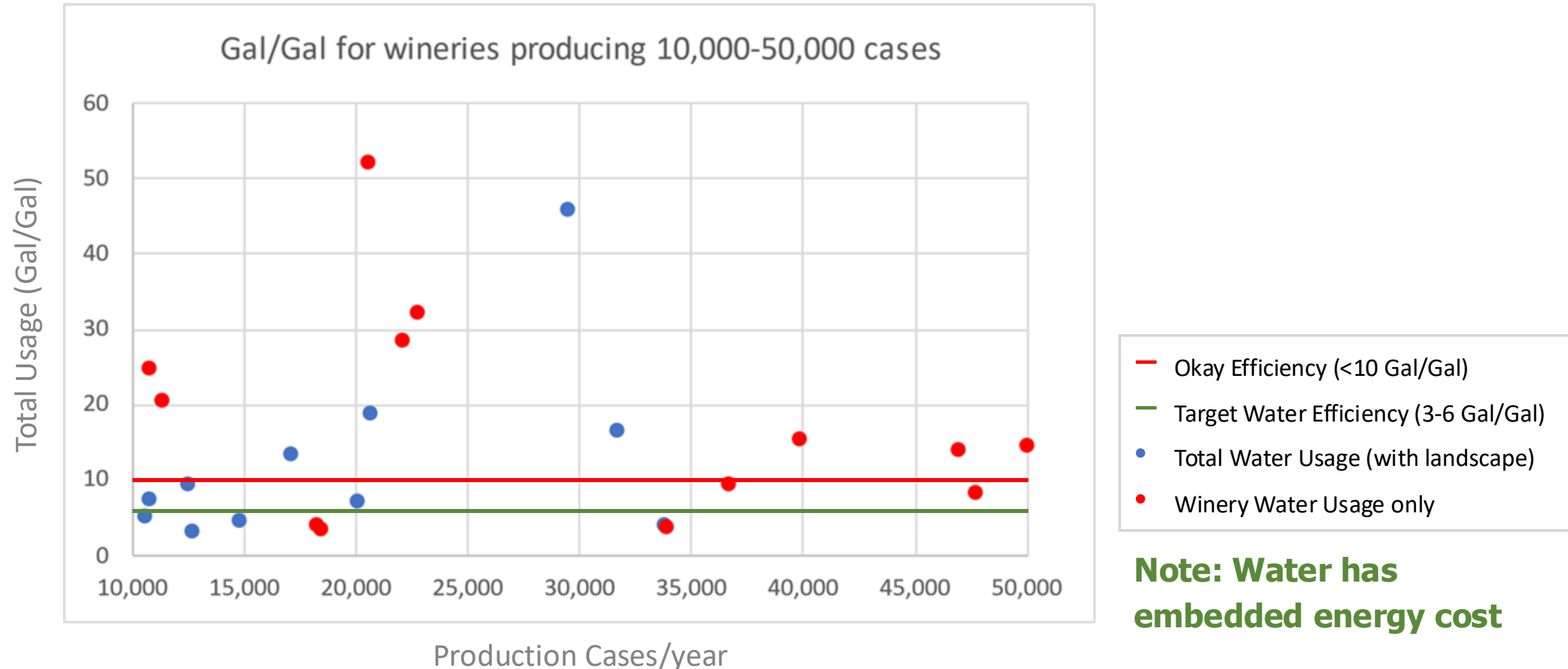
NEEDS IMPROVEMENT
>10 Gal/Gal

Goal posts based on CSWA research and energy efficiency report, as well as 240+ audits

Water Intensity Metrics 10,000-50,000 Cases

Gallons of water used/Gallon of wine produced

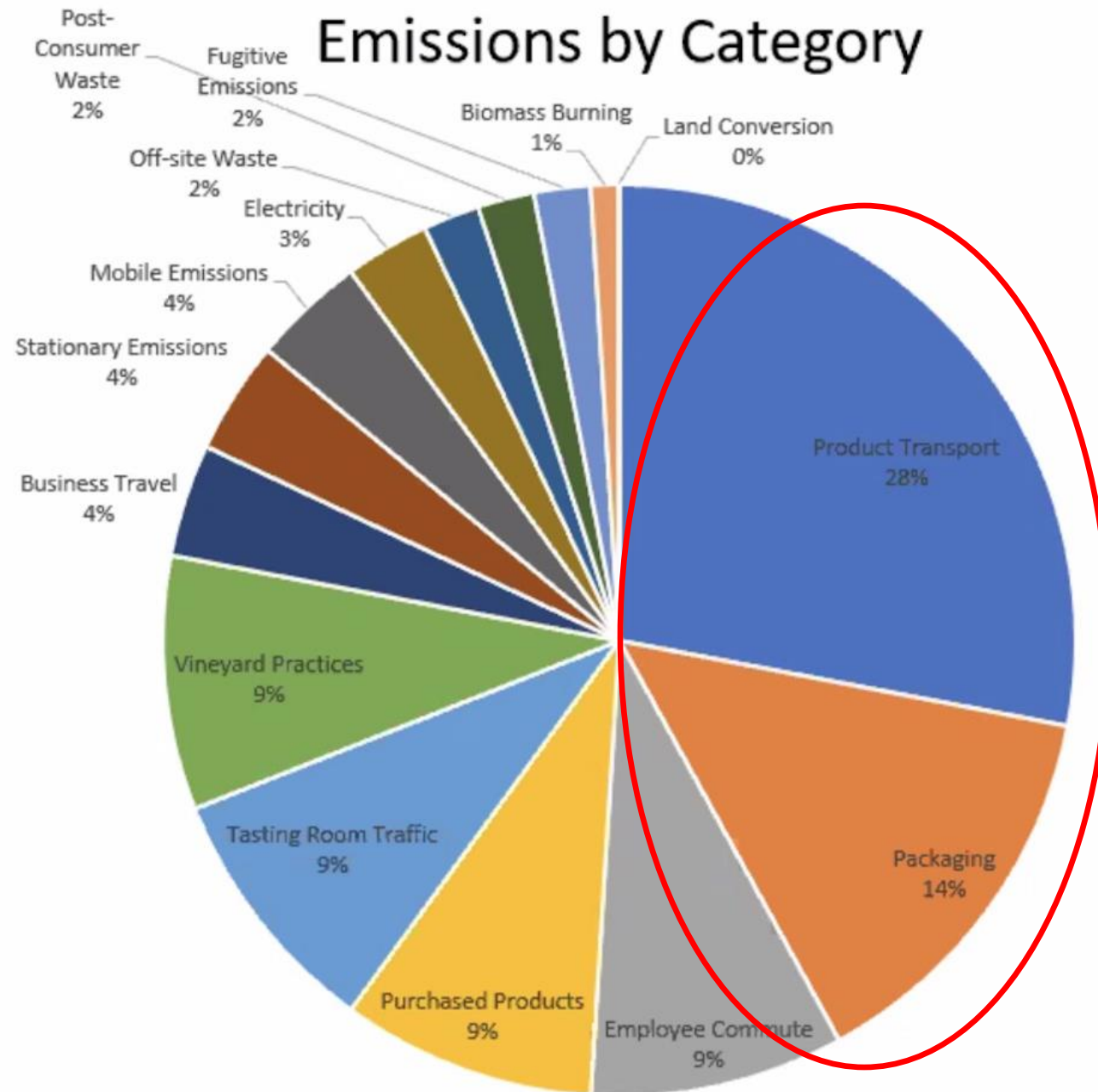
Process + Administration + Hospitality + Landscaping (unless noted by color)



A black and white photograph of an industrial water treatment facility. In the foreground, several large, horizontal cylindrical storage tanks are lined up. In the background, more vertical tanks and a complex network of pipes and valves are visible. A forklift is parked in the distance. A blue banner with white text is overlaid in the center.

Water : Energy : Climate Nexus

Emissions by Category





Value: \$100
Bottle Weight:
650 g
1.4 lbs.

Value: \$100
Bottle Weight:
580 g
1.3 lbs.

Value: \$50
Bottle Weight:
470 g
1 lb.

Value: \$30
Bottle Weight:
880 g
1.9 lbs.

Value: \$300
Bottle Weight:
560 g
1.2 lbs.



25,000 cases: ADDITIONAL 210,000 lbs. or 105 tons

Shipping Packaging

We ship all wines directly from the winery, allowing us a greater ability to ensure wine quality to your doorstep. Beginning on August 30, 2021, all of our wine shipping materials are 100% compostable, recyclable, and reusable. We are proud to feature GreenCell Foam, a BPI-certified compostable insulation made from renewable, U.S. grown corn. This change will remove over 30,000 cubic feet and over 15,000 pounds of styrofoam per year from landfills and commercial waste facilities. This change represents our commitment to our customers, our communities, and our global environment.



Paper Goods

Paper usage has been highlighted as a goal for improvement. One of our first steps is to move from inserting packets of paper with tasting sheets and recipes and other information into B Society shipments. We now insert a single piece of card stock with various "QR codes" linking pages on our website which contain all of this information and more.



Thank you
for purchasing our wine.



We hope that you will enjoy
this wine for many years.
If you can't resist trying it,
please let the wine rest from
its travels for at least
twenty-one days and carefully
decant before serving.

Kindly take note that our
foam and pulp packaging
materials are made from
recycled products and are
100% recyclable in areas
that offer recycling.

Cheers,

A handwritten signature in black ink, which appears to read 'Bob Colgin'.

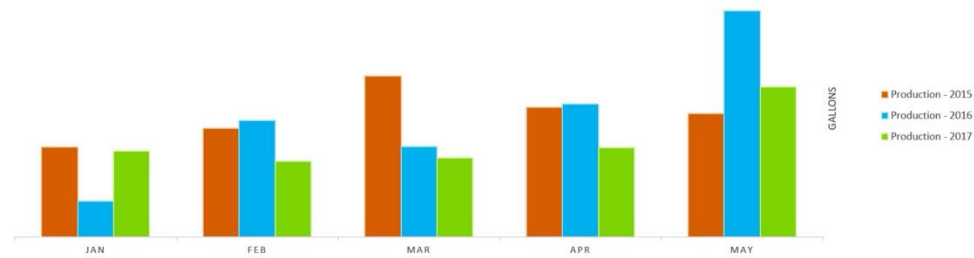
colgin



ENGAGING EMPLOYEES

- Monthly trainings focused on water conservation and efficiency
- **Visual** feedback of actual water usage
- Providing a platform to discuss and amend SOP's
- Incentive to compete with prior years
- Plan to expand this to all departments

PRODUCTION WATER | 2015 - 2017





Key Accomplishments:

- Over the past six years, Napa Green has identified more than **\$5 million** in energy cost savings and rebate opportunities for our winery members
- Napa Green Wineries have saved more than **17 million kWh of electricity**
- Napa Green Wineries have saved more than **29 million gallons of water.**
- Our **92 Napa Green Certified Wineries** (nearly **40% of all of the certified sustainable wineries in CA**) make **>15 million cases of wine.**



U.S. Sustainable Winegrowing Certifications

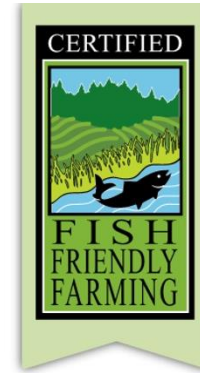
Comprehensive - Soil to Bottle



Vineyard Only




Environmental Compliance Certifications



Environmental Certifications





“Companies have an opportunity to deepen relationships with consumers by serving as the educator, the convener and the catalyst for those wanting to make a difference...

Although consumers unequivocally stand ready to reward companies for their responsibility efforts, they need to hear about it first.”

-Nielsen Corporate Social Responsibility Survey

- 
- **82% of consumers want companies to demonstrate how they are following through on their promises to people and the planet**, according to a survey of over 7,000 U.S. adults from Porter Novelli's 2023 Purpose Priorities Report, while **76% believe companies should have programs that address environmental sustainability.**
 - **While over 66% of consumers say they will pay more for an environmentally sustainable product** according to the 2023 Business of Sustainability Index, a survey of more than 1,000 U.S. consumers, **nearly 80% say they don't know how to identify these companies and products.**



Top Obstacles to Selling More Sustainably Produced Wine

Lack of understanding and familiarity by consumers	72%
The wines are hard to identify or not clearly labeled	48%
Lack of promotion or advertising of such wines	36%

Sustainable Market Share Index™: Methodology



Partnership

Partnered with Circana
(formerly IRI)

Point of Sale Data

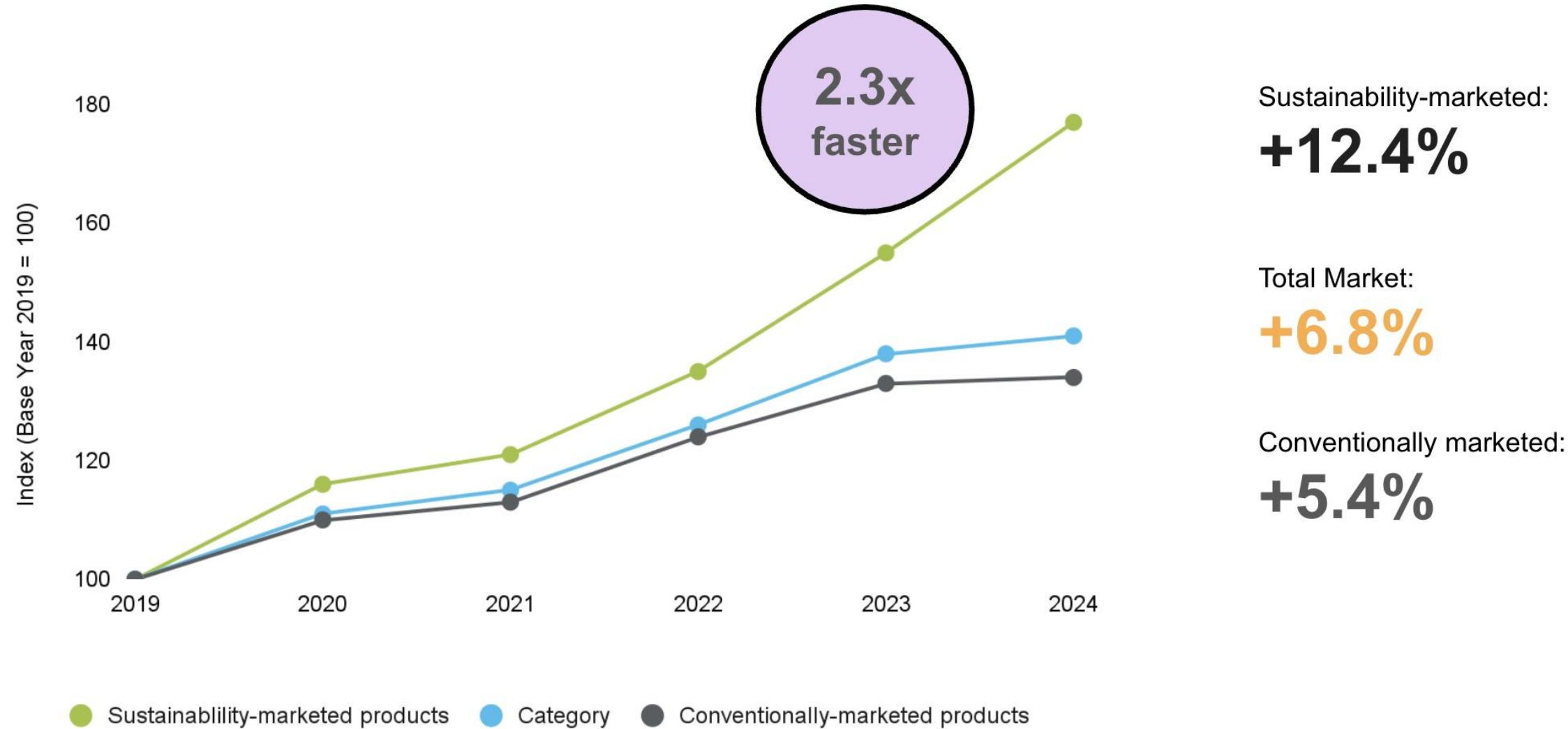
- POS data examined to date:
- 36 categories
 - 12 years: January 2013 through December 2024
 - Reviewed over 250,000 products; excluding store brands

Research Analysis

Identified all SKUs for each category marketed as sustainable with on-package communication (e.g., third-party certification, Organic, no phosphates/phthalates, FSC)
Outer packaging not examined

Note: All estimates and analysis in this presentation based on Circana data are by the authors and not by Circana, formerly Information Resources, Inc.

Sustainable Market Share Index™: Growth Rate 5-YR CAGR



Note: Based on 36 categories examined

The OPPORTUNITY



Edelman and the NYU Stern Center for Sustainable Business (CSB) developed a cutting-edge research initiative **to identify which environmental sustainability claims best resonate with consumers**, helping brands refine their positioning by integrating sustainability messaging into their communication.

We partnered with nine iconic consumer brands across multiple industries, and conducted a comprehensive literature review to deliver concrete insights that informed this messaging best practice research and guide.

The goal of this effort is to equip brands with the most effective communication strategies that refine positioning and empower marketers to deliver sustainability as a driver of consumer preference.

METHODOLOGY



A custom online study was conducted among a sample of the US general population in end 2022/early 2023 for the nine iconic brands.



Respondents for each brand were asked to evaluate 30-35 different claims (including a mix of category and environmental sustainability claims) to gauge their overall appeal.



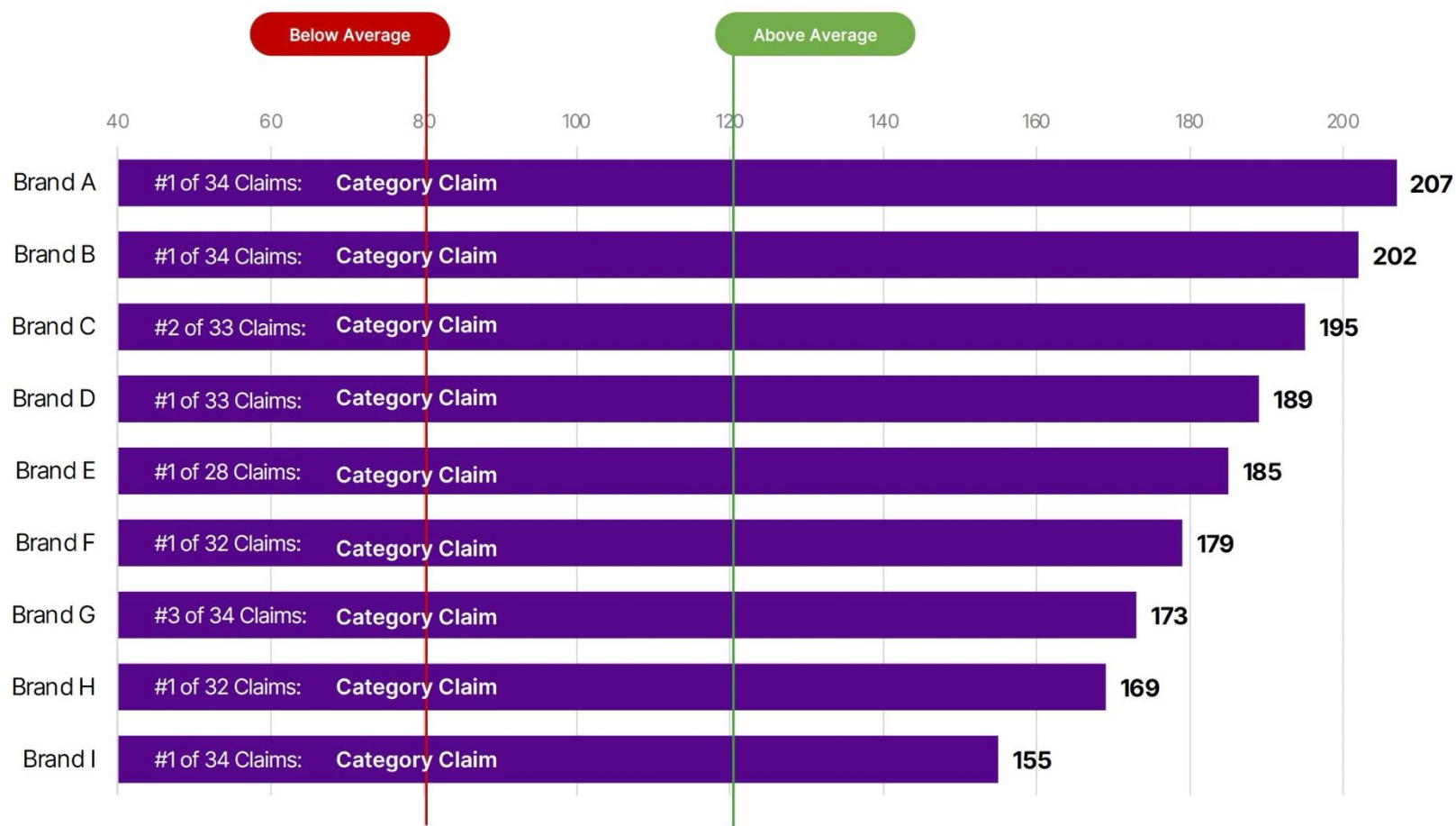
Rather than using a traditional rating scale, we utilized a user-friendly and robust analytical approach called MaxDiff. It essentially forces a top and bottom pick from a short list of claims in each choice set, making the respondent task easier, and providing better discrimination in responses across the claims. Each respondent evaluated multiple choice sets, allowing for claims to be randomized based on an experimental design. The MaxDiff results yielded an appeal score for each claim—in aggregate and among key sub-groups of interest.



The MaxDiff scores for each brand were then loaded into a TURF simulator to identify the optimal combination of claims to maximize overall appeal.

Overall Lessons Learned:

Category Claims Are Paramount



Core category claims – e.g. tastes good, performs well – are paramount and non-negotiable. Consumers look for benefits that are **germane to the category**. Overall, category claims were the **most compelling** claims tested.

Note: The numerical value should be read as X% more appealing than an average claim. For Brand A at 207, that would be 107% more appealing than the average claim

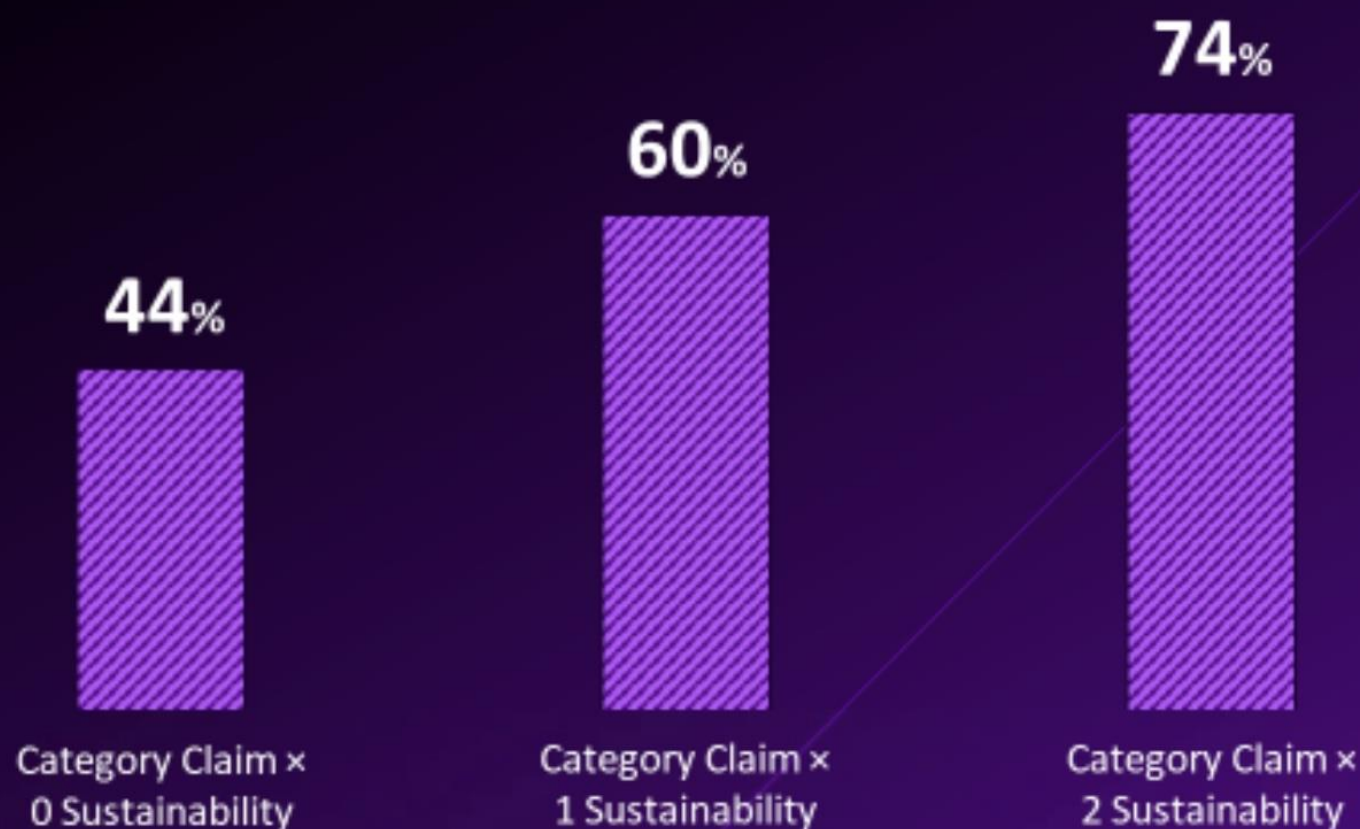
Overall Lessons Learned:

Sustainability Claims Are Very Appealing



Sustainability claims however, **also yielded a significant benefit**, with all nine brands seeing a sustainable claim as either the most appealing (2 of 9 brands) or the topmost appealing (7 of 9 brands) claims, **outperforming** other category claims exposed.

The Sustainability Amplifier Effect



BEST RESONATING **Sustainability Claims**

Consumers
care most about:



Themselves and Their Families

- Human Health
- Saving Money



Local Farmers



Children and Future Generations



Animal Health



Sustainable Sourcing



Local Sourcing

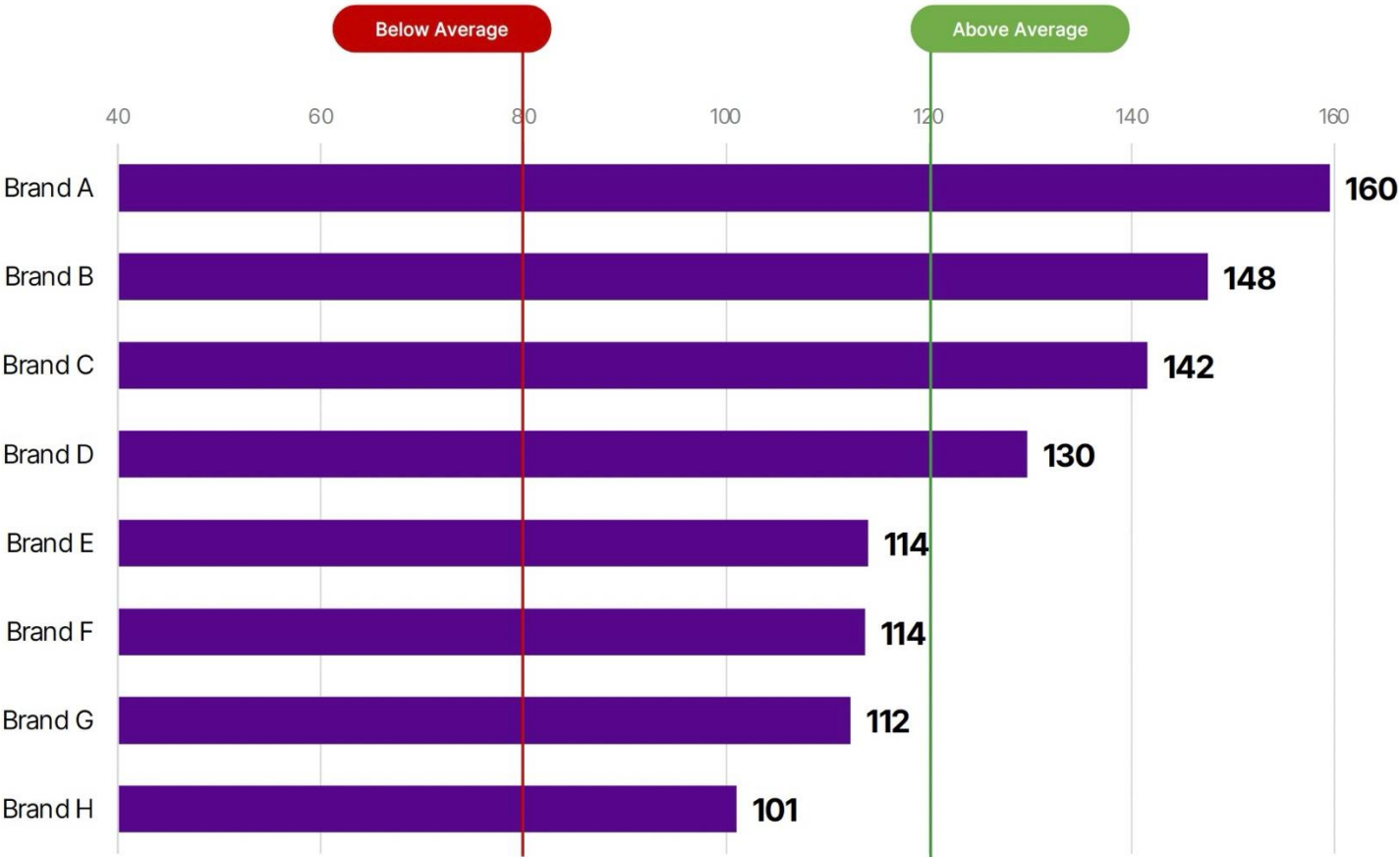
Best Resonating Sustainability Claims: Local Farmers



Consumers care most about **their local farms and farmers** and the long-term health of our food systems.

- “Working with local farmers to ensure their soil stays healthy and continues to produce the highest quality ingredients for generations to come”
- “Working with local farmers to ensure their farms are climate-resilient for the long term health of their farms and our food systems”
- “Working with local farmers to use regenerative farming practices to help conserve nature, encourage biodiversity, and improve soil health”
- “Working with local farmers on regenerative agricultural practices to ensure that the soil we source from stays healthy and full of nutrients, and in turn, the ingredients stay tasting delicious/full of flavor/full of flavor)”

Best Resonating Sustainability Claims: Sustainable Sourcing



Consumers care most about **sustainable supply chains**, specifically, with the terms **“sustainably-sourced”** and **“sustainably-produced”**.

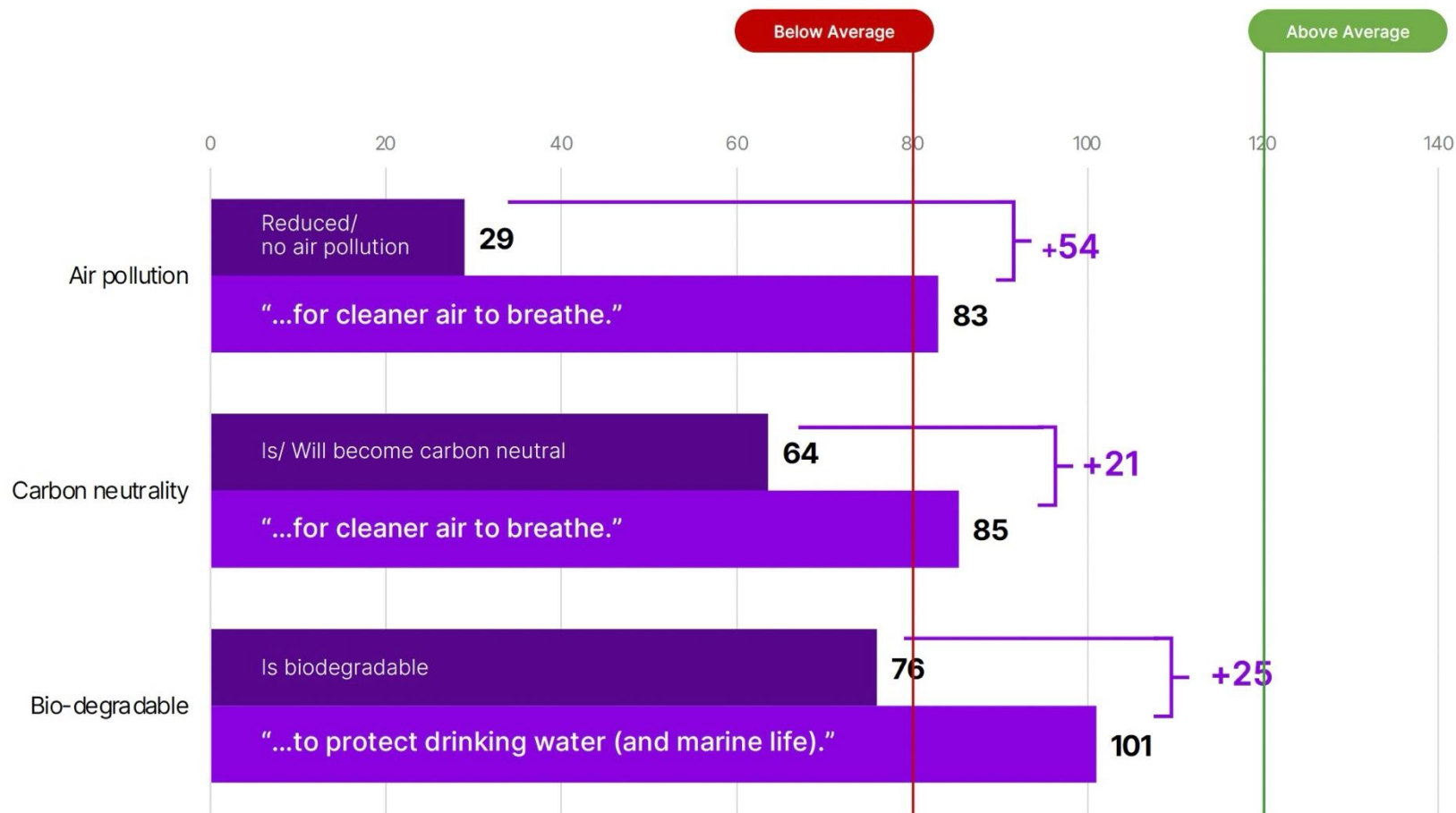
Understand that the term sustainable, as it relates to “sustainable sourcing and production” is clear and compelling, contrary to popular belief. Sustainable sourcing by itself does not need further explanation.

“100% sustainably sourced ingredients / materials”

“Uses only sustainable-sourced ingredients...”

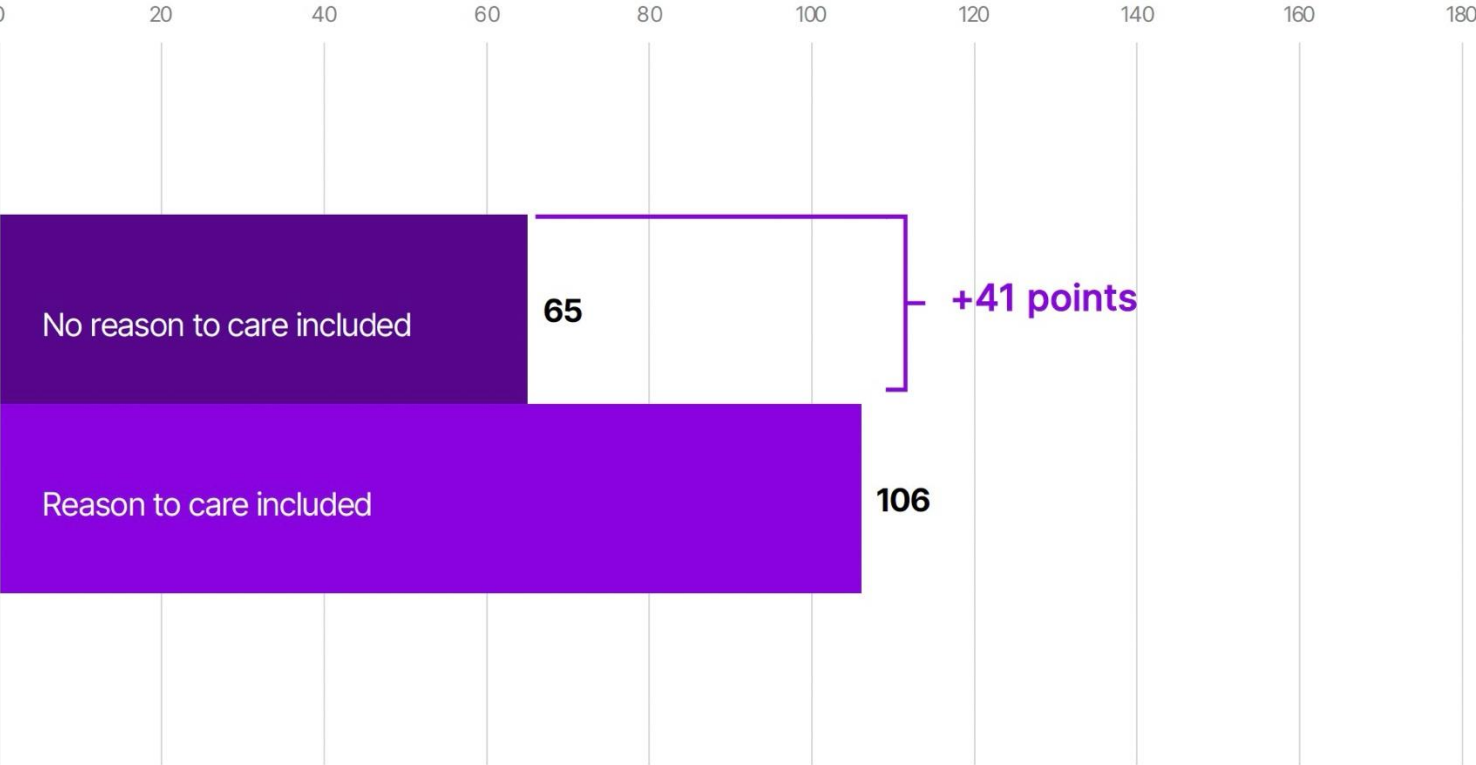
Lower Resonating Sustainability Claims:

Scientific Causes



Consumers care less about the scientific causes behind sustainability unless they are tied to **a reason to care**.

Lower Resonating Sustainability Claims: Packaging

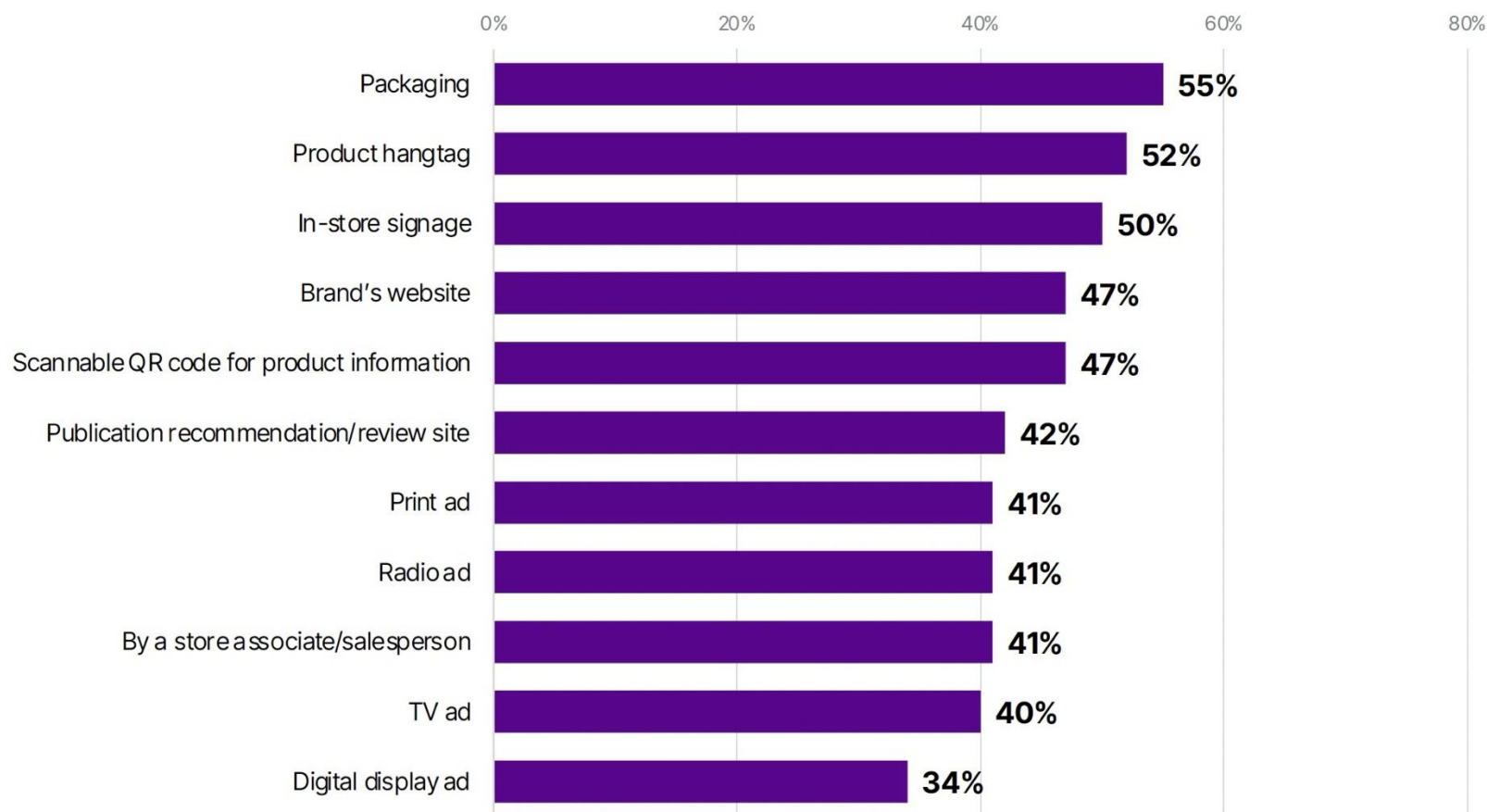


However, when the packaging claim includes **a reason the consumer should care**, appeal jumps significantly to average or above average, dependent on the claim.

“Microplastic-free packaging for human and ocean health”

“recycled bottled: saves 2 million tons of ocean bound plastic annually”

Channels: Credibility & Frequency



Claims made on packaging, on product hangtags and through in-store signage have the most **credibility**.

Note: The numerical value should be read as % claiming it is a top 3 most influential channel in purchase decision.

Best Practices:

Role of Sustainability



Prioritize the communication of your brand benefit first and foremost. Leverage the relevant sustainability messaging to strengthen the brand positioning.

Sustainability by itself will not secure a leadership position.

↳ Consumers enter the category to seek core category benefits e.g., food that tastes good, homecare products that effectively work, computers that have good processing power.

Sustainability will, however, broaden reach and appeal, deepen the consumer connection, and should be leveraged as a core reason to believe.

↳ Identify the salient sustainability message that resonates with consumers and supports the brand benefit.

Best Practices:

Strategic Considerations



Identifying effective sustainability claims can be guided by the following insights:

Link the sustainability claim to the category reason-for-being.

“100% sustainably farmed for a great tasting product”

Focus the claim on the benefit to the consumer and their families.

Consider sustainability claims that ensure the products are safe for human consumption or contact.

“Made without chemicals harmful to human health”

To the extent possible, provide a personal monetary benefit to the claim.

“Longer life,” “less waste,” “lower energy bills”

Articulate the claim with an emotional component, particularly as it relates to the long term health of the planet or their children.

“Good for your children/future generations,” “good for the planet”

Best Practices:

Strategic Considerations



Identifying effective sustainability claims should be guided by the learnings in this report (cont.)

For food and personal care categories, if possible, tie the claims to farmers and local sourcing.

"Sourced from local farmers"

Recognize that regenerative agriculture claims are compelling when focused on local farmers and their farms.

All articulations were appealing when tied to local farmers.

"Partnering with local farmers to ensure the long-term health of the farm for the future of our food systems"

"Partnering with local farmers to ensure the farms stay climate resilient, nutrient dense..."

Best Practices:

Strategic Considerations



Identifying effective sustainability claims should be guided by the learnings in this report (cont.)

Provide a reason to care.

When communicating the more scientific aspects of sustainability, go beyond outcomes, and tie them to relevant reasons-to-care.

**“Carbon neutral to reduce the impact of climate change” vs.
“carbon neutral” by itself**

Quantify sustainability claims for greater impact.

“Using 1 million tons of ocean-recovered plastic bottles”

To build and retain trust, use certifications to guard against greenwashing, but don't rely on them as the sole point of information.

“100% sustainably sourced and certified by the Rainforest Alliance”*

Strive to deliver the product by using fully recyclable packaging.

“Made from 100% recycled plastic or cardboard” were the most compelling packaging claims

*Note: This learning is from CSB journal review and discussions with key stakeholders

Wine Consumers Lean Green

- **More likely to recycle**
(71% vs. 43-59%¹ in general population)
- **Purchase organic or sustainably produced food**
(20/23% most or all, 40/43% “usually, if there’s a choice”)
- **Highly concerned about climate change, harmful chemicals in the environment, safety of food supply** (40-42% check “5-extremely concerned” on 5-point scale)
- **Most believe organic foods are better for the climate, environment and healthier**
(75-85% agreement)
- **Dichotomy: societal/community issues vs. personal health/safety.**
 - Concerns only partially overlap, e.g. low correlation between harmful ingredients and climate change

Source: Wine Market Council Eco-Friendly Wine survey 2025 (online survey 1509 wine consumers from Wine Opinions panel & Cint)

¹59% per Paper & Packaging Board 2021, 43% per Recycling Partnership 2024)

Leading Reasons for Purchase of Organic Grape or Sustainably Produced wines

Want to support farmers/wineries that produce such wines	66%
These wines are better for the earth/environment	53%
These wines are better for me and my family	36%
I'm making a statement about my values	27%
These wines taste better than conventional wines	26%
I'm influencing society or economy by purchasing these wines	23%
Other	11%

Occasional wine drinkers under 40 less likely to cite social reasons (about 10% less).

Under-40s are more likely to cite “better for me” & “taste better” (both 41%).

Adding & highlighting personal benefits may expand the appeal to occasional and newer wine drinkers.

Source: Wine Market Council Eco-Friendly Wine survey 2025 (online survey 1509 wine consumers from Wine Opinions panel & Cint)

Base: those who occasionally/regularly purchase organic, organic grape or sustainably produced wine

Certification

Wine consumers say certification matters:¹

- 51% say they trust food or drink claims more if certified, while just 10% disagree with this.
- 47% say they would pay more for certified organic/sustainable food or drink
- Pricing experiments with Wine Opinions consumer panel in 2018 and 2025 showed evidence of premium pricing for certified sustainable vs. conventional versions of the same wine

BUT familiarity with specific certifications, organizations and logos outside USDA organic and B Corp is probably quite low.

- 2023 survey of the trade by CSWA showed under 50% familiar with any of the regional certifications, with only Certified CA Sustainable and Napa Green above 40%²

Thoughts

There are strong pro-sustainable tendencies among wine consumers and potential wine consumers

- ✓ “Green” consumers and wine consumers strongly overlap
- ✓ Majorities of wine consumers who have not tried eco-friendly wines want to try them
- ✓ Interest is higher among younger and female consumers and those who already buy eco-friendly foods
- ✓ Many of these consumers don’t see or have low awareness of eco-friendly wines
- ✓ Majorities want more visible merchandising and wine list indicators

They are probabilistic, not deterministic; eco-friendly production is a filter or requirement for few, but a potential tie-breaker for many.

It’s up to the industry to increase visibility, promotion, clarity and appeal to activate these consumer tendencies

- Clearer signage
- Clearer, louder labeling and logos
- Simple explanations based on key attributes
- Appeal to the social AND the personal benefits
- Affordable versions

In this bottle is something far greater than high-elevation, dry-farmed wine, grown on one of the world's first regenerative verified vineyards. This wine is a statement that it is possible to produce radically transparent and nature-positive wine without compromise. DIRT wine is: [01] Lab Tested: This wine has been lab-tested for over 500 chemical res-

uable water resources. This method encourages deeply rooted vines, producing high-quality grapes and a true expression of the terroir. [04] *Nature Positive*: Verified by the *Savory Institute's Global Land to Market*, our vineyard demonstrates regeneration and land improvement.

DIRT

SAUVIGNON BLANC 2023
Mariah Vineyards | Mendocino Ridge

idues, ensuring the utmost care and commitment from the soil to your glass. [02] *Naturally Crafted*: Made from regeneratively farmed grapes, this wine is hand-harvested and naturally fermented with native wild yeast, reflecting the authentic character of the land. [03] *Dry-Farmed*: By relying solely on natural precipitation and not using irrigation, we conserve val-

Annual monitoring of our ecosystem function, biodiversity, soil health, and water cycles allows for a holistic approach to land management. Our vineyard maintains living roots and covered soil year round

with diverse, pollinator friendly cover crops, animal integration, and practices no-till farming without the use of harmful chemicals. [05] *Transparent and Traceable*: Our single-vineyard wine ensures complete traceability from

sources. This wine is deeply rooted in the terroir of the Savory Institute's Global Land to Market, our vineyard demonstrates regeneration and land improvement.

DIRT

SAUVIGNON BLANC 2023
Mariah Vineyards | Mendocino Ridge

the vineyard soil to your glass, so you know exactly where your wine comes from and how it was grown. [06] *Environmentally Conscious Packaging*: Our lightweight glass bottles and natural corks are produced in California, ensuring a short supply chain and

minimal carbon footprint. For optimal environmental circularity, both this bottle and cork can be recycled. [07] *Family-Owned and Farmed*: We are committed to supporting resilient family farms and communities; therefore, our grapes are sourced exclusively from family-owned vineyards. Dedicated to expanding regenerative agriculture, 1% of DIRT wine sales goes to

Zero Foodprint's Initiative to Restore California, helping fund farmers to adopt regenerative agricultural practices that build healthy soils, climate resilience, and thriving farms. Above all, DIRT is a commitment to farming wine with integrity and exceptional quality, without compromising on honesty or environmental stewardship.



VINO NOBILE DI MONTEPULCIANO
D.O.C.G. TOSCANA 2020
MADE WITH ORGANIC GRAPES

ESTATE BOTTLED BY SALCHETO S.R.L. SOC. AGR. S.B.
MONTEPULCIANO - SIENA - ITALIA

CERTIFIED ORGANIC BY ICEA B2489
IMPORTED BY MASSANOIS LLC | CA CRV
NEW YORK - NY

Alc.13.5% by Vol. e 750 ml.

PRODUCT OF ITALY CONTAINS SULFITES

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.



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L42631



2023 VIOGNIER | DEUX VERT VINEYARD
YAMHILL-CARLTON, WILLAMETTE VALLEY

OUR STORY IS ABOUT FAMILY.

It is how we started, why we make wine, and what we hope accompanies our wines at your dinner table. Et Fille, which means "and daughter", was co-founded in 2003 by father and daughter winemakers and is now in its second generation with daughter Jessica making elegantly complex wine inspired by her late father's legacy and daughter's future. We craft wines from our sustainably farmed vineyards in Oregon's Willamette Valley.

COMMITTED TO:



Sustainable Winemaking



Community



Diversity & Equity

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

CA CRV

PRODUCED & BOTTLED BY ET FILLE WINES
DUNDEE, OREGON, USA - 503.538.2900

www.etfillewines.com ALC. 12.7% BY VOL.

Certified



DIRT

DIRECTLY IMPACTING REGENERATIVE TRANSFORMATION

Subtle citrus and stone fruit notes balanced with a vibrant acidity revealing a deep, mineral driven wine that is elegant and energetic.

Ingredients: grapes, sulfites.

Produced & bottled by DIRT, Santa Rosa, CA.

You deserve to know what you drink.
Scan to learn more.



dirt-wine.com

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.

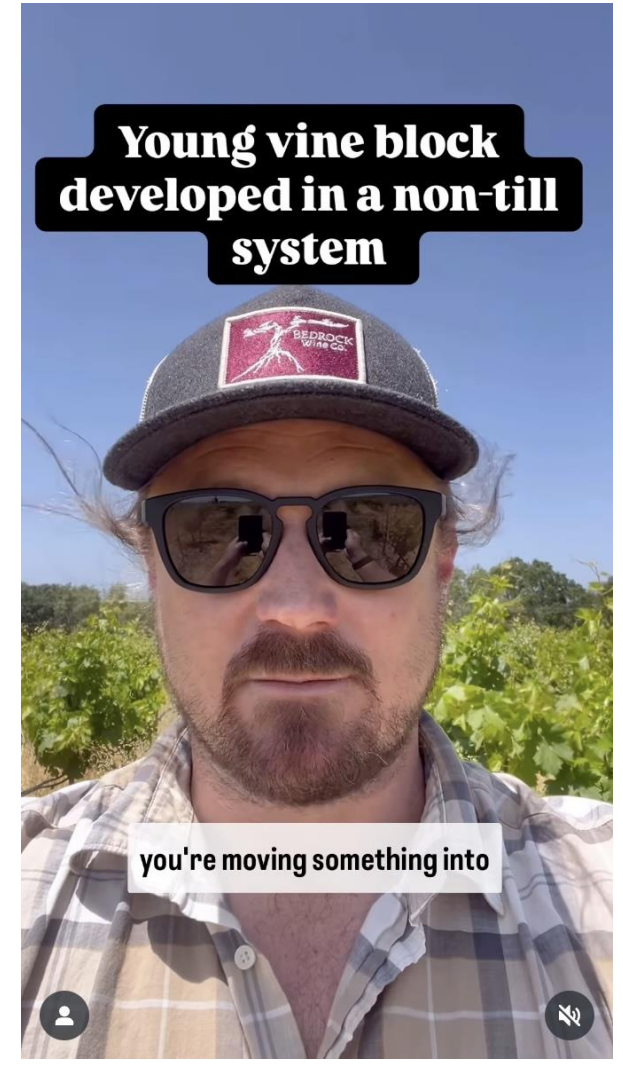
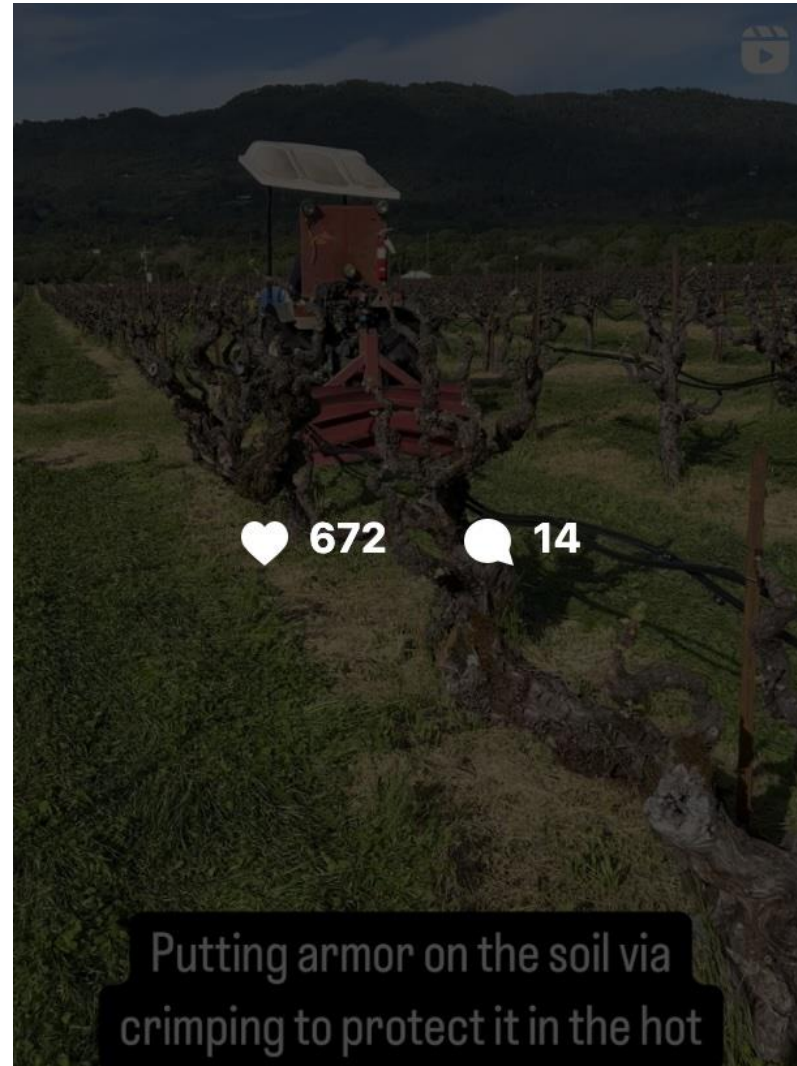
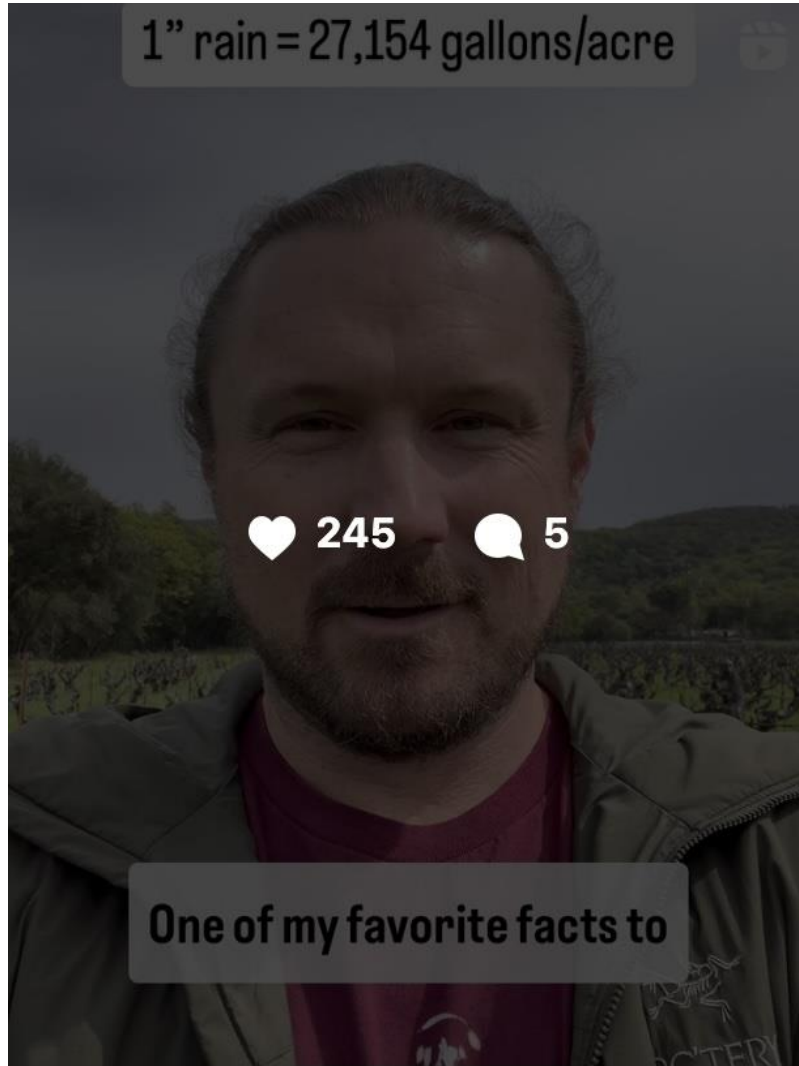
ALC. 12.3% BY VOL.

CONTAINS SULFITES

Mariah VINEYARD



CAFI COMMUNITY ALLIANCE WITH FAMILY FARMING



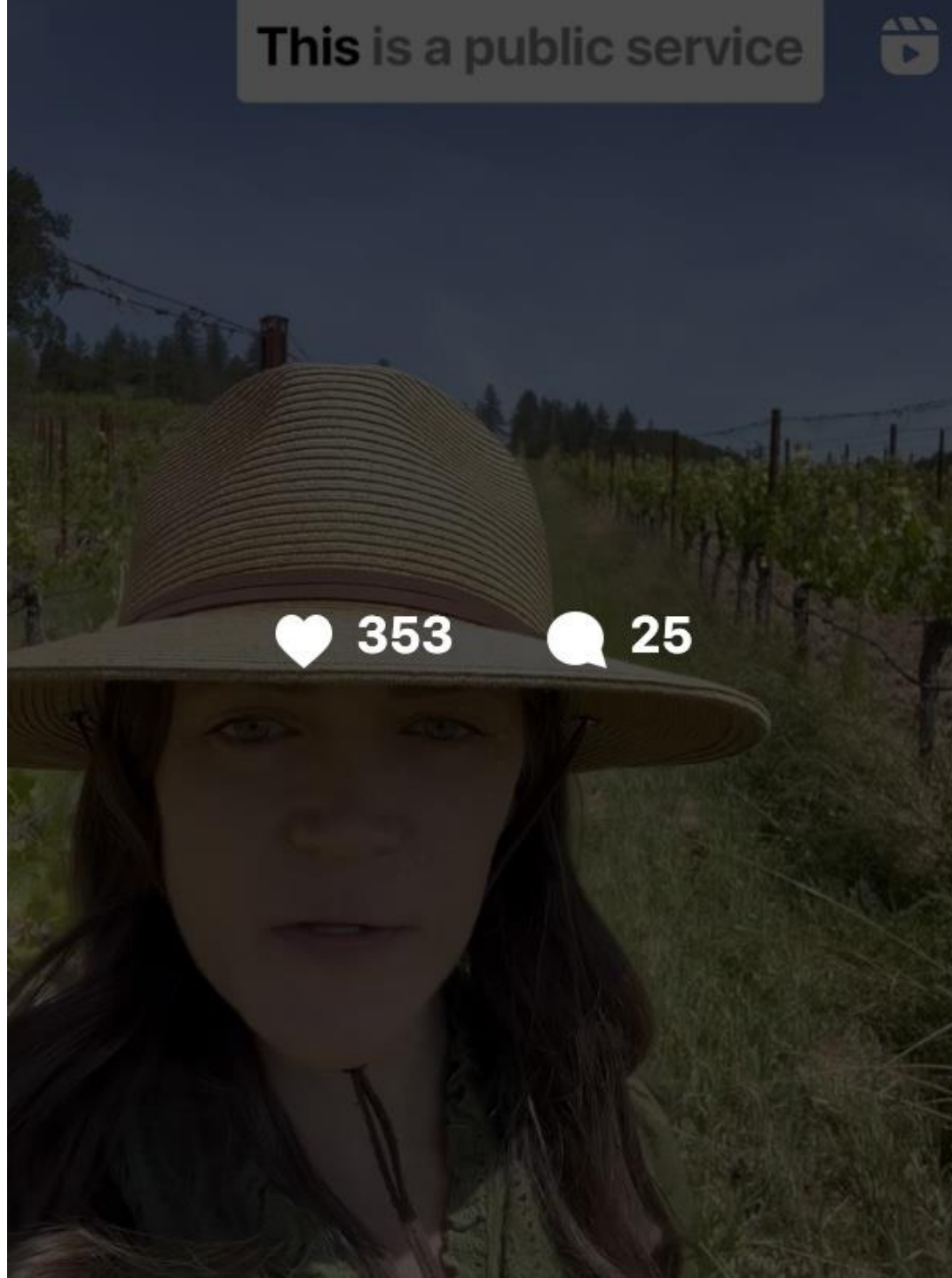
This is a public service



353



25





“DIVERSITY
in all its forms is the path to
GREATNESS”

-James D. Wilson





tressabores · Following
Tres Sabores



tressabores 8w
Miguel, our assistant winemaker,
resident sheep and goat whisperer, is
all smiles this Sunday...
[#howcouldyounot](#) [#babiesontheranch](#)
[#springsundays](#)

Make your appointment to come see
these cuties first hand!
Link in bio for reservations

Photograph by Jane Gamble

[#tressaboreswinery](#)
[#sustainablewinery](#) [#napagreen](#)
[#napavalleywinery](#)
[#winerylife](#) [#sundaysmiles](#)



kristiemarinka 6w
You're awesome Miguel!



132 likes

April 27



tressabores · Following
Tres Sabores



tressabores Edited · 7w
Setting up house for the season! And,
plotting where they're going to get
those 80 insects (A DAY !) that they'll
need for their brood.

And thanks to the Humboldt/Davis/
Riverside/Wild Farm Alliance
partnership —we now know from early
results in their research project - that
those insects definitely will include
the bad guys that vector diseases to
the [#vines](#). It's a [#breakthrough](#),
really, and should be great news for
us all!

If you build them a home: they will
come!

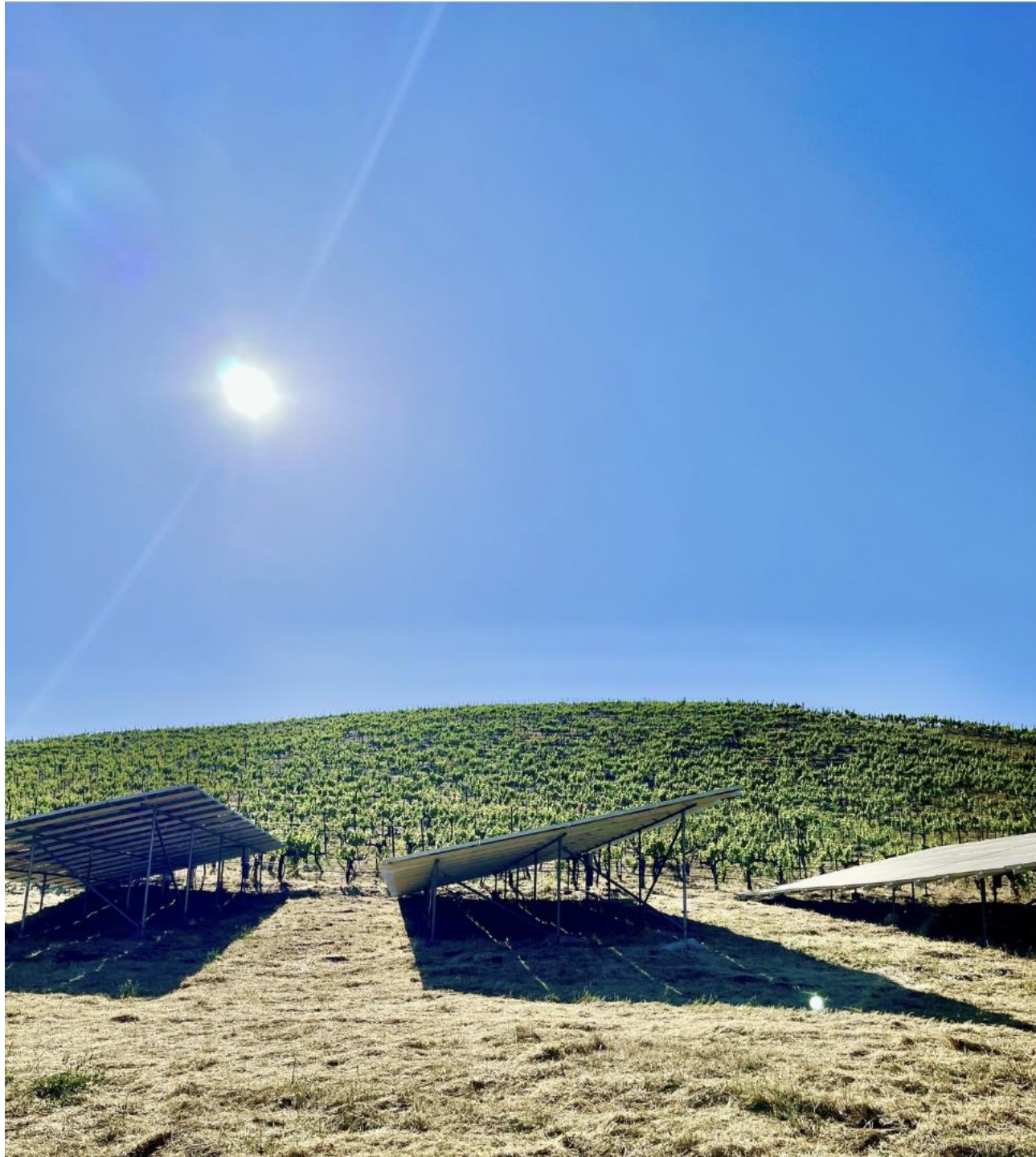
Photographs by Jane Gamble



84 likes

May 3





tablascreek · Following



IOUSCIOUS TIAVORS.

Each vine at Tablas Creek is a little photovoltaic engine, powering the growth of roots, leaves, trunk, and (of course) fruit. Unfortunately, no one has yet figured out how to use grapevines to power the refrigeration, pumps, and electricity a winery needs to make, age, and store wine. That's why we also harness that solar power using four solar arrays. We put our first array (pictured, and easily visible from our tasting room) in 2006 and have since added three others. By 2022 we were producing 402,906 kWh of energy, or 102% of our total energy use.

Solar power, two ways.

[#FarmLikeTheWorldDependsOnIt](#)



155 likes

June 2



412



32



bedrockmorgan ✓

Lukas Nelson & Promise of the Real • Turn Off The News (Build A...



bedrockmorgan ✓ 600 sheep moving into a new block in the 1888 plantings at Bedrock Vineyard. Those 600 hungry sheep eat down the first growth of cover crop and put out 1600 lbs per acre per day of droppings, which are essentially processed organic matter at a 23:1 carbon to nitrogen ratio. This means they are peppering the ground with pellets full of more stable carbon that can be digested by a healthy soil food web, which will provide 60-70 lbs of nitrogen to fuel the second growth of cover crops (the cover crops will regrow after being grazed) and eventually the vines. On top of this, it creates a more complex soil biome while stabilizing carbon more quickly. Research from Temple University that sheep grazing can increase soil-stored carbon by up to 80% in non-tilled fields around solar installations. So not only do the sheep give us some weed control that would normally require a tractor-borne implement or human hand, they do so while providing nutrition to the soil and plants while also helping to stabilize carbon in the soil—definitely a win-win solution. Beyond this, increased carbon sequestration equates to higher soil organic matter and much greater water-holding capacity (my oft-repeated stat is a 1% increase in SOM equals roughly 20,000 gallons of water holding per acre), which makes the vineyard more resilient to drought while also capturing more rainfall when we get it, so we need to use less water and hopefully eventually none at all. The grapes from these blocks go into our flagship Bedrock Heritage Wine along with wines made by our friends at Turley, Carlisle and Ridge.

We are extremely grateful to our friends at Perennial Grazing, Christian and Shannon, as they are one of the first to offer grazing services to smaller vineyards. [#grazing](#)
[#organicgrapes](#) [#regenerativeagriculture](#) [#oldvines](#)

A person wearing a blue cap and a light purple shirt is crouching in a vineyard, harvesting grapes. They are wearing black gloves and are placing grapes into a white plastic bin. The vineyard has rows of grapevines with green and yellowing leaves. The background is slightly blurred, showing more of the vineyard and a hint of a building in the distance.

“The only way for things to truly change long-term is if we have a wholesale redefinition of what a luxury wine should encapsulate.”

Jane Anson, Decanter