

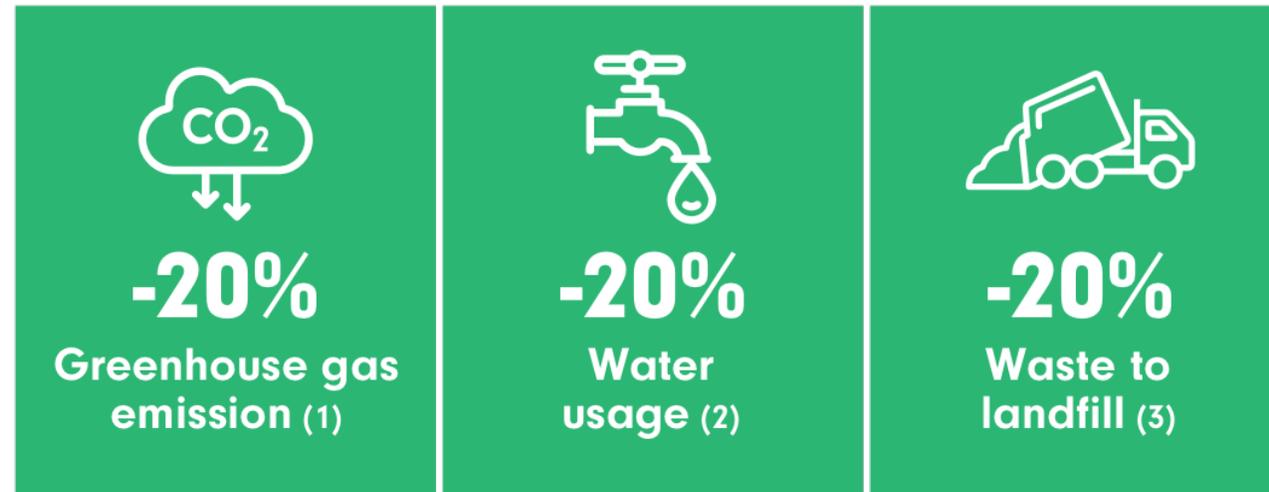


# All Things Bottle Sustainability

April 19, 2022

# MCC Global Sustainability Goals

For 2025 (from 2019 baseline)



# Sustainable Materials Survey

Key Highlights (sent to 3,000 North American wineries in 2021)

100%

of respondents said it's **extremely important** or **somewhat important** to incorporate sustainable materials into their packaging

85%

of respondents said that even if they are using sustainable materials in their labels, they **don't know how to tell that story**

51%

of respondents said they're **not aware** of what's available for sustainable solutions or offerings

# Current Trends

- Innovation sharing across market segments that benefit Wine Industry
  - Removable adhesive for PET containers (Food/Bev)
- Historically the Wine Industry has been slow to implement Sustainable Packaging
  - Limited availability of sustainable materials
  - Imperfections in PCW material
- Trend of bigger is better shifting
  - Print efficiency guidance- cost and footprint reduction
  - Use of thinner paper stocks and liners
- Sustainable label packaging/shipping - **Ecobins**



# An eco-friendly roadmap

- Downgauging to thinner PET liners
- Recycled content now available for PET liners on select items
- 100% PCW paper
- Tree-free alternatives: materials include grape, hemp, barley, coffee bean bags, sugar (samples available)
- FSC (Forest Stewardship Council) -certified stocks: promote environmentally sound, socially beneficial and economically prosperous management of the world's forests



# Liner recycling program

## Specifications

- PET liner only (no paper labels, no paper liner)
- Product only accepted in gaylord boxes, extra heavy duty with lid
- Recycling location in Lodi
- Winery responsible for transportation- processing no charge



# Thank you for your time!

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**Our core values in business:** integrity, passion, creativity, perseverance, achievement