



# CONSCIOUS CONTAINER<sup>®</sup>

BUILDING THE REFILLABLE GLASS  
CIRCULAR ECONOMY

THE NUMBERS BEHIND

# GLOBAL RETURNABLE SYSTEMS

...

**94 countries**

**30% of beverages sold**

**Bottles reused up to 50 times**

**70% refillable quota**



<https://ellenmacarthurfoundation.org/towards-the-circular-economy-vol-1-an-economic-and-business-rationale-for-an>

THE PROPOSAL

# REFILLABLE VALUE PROPOSITIONS



**Bottles cost less**

**Shorter supply chain**

**85% CO<sub>2</sub> reduction**

**Exceed sustainability targets**

**Mitigate legislative impacts**





THE MOMENTUM BEHIND

# REFILLABLE GLASS BOTTLES



## FOREWORD



**Reimagining reuse  
for the circular  
economy of glass**

Stakeholder Perspectives Series

**Reuse needs  
to be part  
of the answer  
for the future  
of the glass  
industry**

[https://www.verallia.com/wp-content/uploads/2022/03/VERALLIA\\_WHITE-BOOK\\_EN\\_march2022.pdf](https://www.verallia.com/wp-content/uploads/2022/03/VERALLIA_WHITE-BOOK_EN_march2022.pdf)

THE PLAYERS BEHIND

# REFILLABLE WINE BOTTLES IN ACTION

...



the porto protocol



**The Wine Bottle of the Future is Reusable**

**HOST**

**GUESTS**

**MARIA SHAWWEL**  
REYSES  
Watch on YouTube

**MELISSA SAUNDERS**  
The Good Goods  
Communal Brands  
USA

**MURIEL CHATEL**  
Sustainable Wine Solutions  
Borough Wines  
UK

**LISE ROLLAND**  
O&F for Good  
France

**BERNARD GRAFE**  
Grafe-Lecocq  
Belgium

Sustainable  
WineSolutions



Grafe-Lecocq, SA



CONSCIOUS CONTAINER'S  
B2B LAUNCH  
...

## Wine Bottle Reuse

### How It Works

Receive Bottles

Wash Bottles

Sell Bottles

### Geography

Northern California



# HOW IT WORKS



1. **RECEIVE** production line excess wine bottles
2. **SORT AND WASH** bottles
3. **SELL WASHED BOTTLES** direct and on-line to wineries

**43.2 Million Excess Bottles Available Annually**



# ACTION & PARTNERS



## Brand pilot programs



## Industry Standard Bottles



## Reusable CRV bottles

AB962 AB2779 SB1013





GET ENGAGED

# INDUSTRY ASK



**Give us a call.**

**Complete our LOI.**

**Join the benefits of refillables...**



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**[caren@consciouscontainer.com](mailto:caren@consciouscontainer.com)**

Slide 2: <https://oceana.org/blog/how-reduce-plastic-pollution-billions-bottles-just-one-word-refillables/>

Slide 2: <https://ellenmacarthurfoundation.org/towards-the-circular-economy-vol-1-an-economic-and-business-rationale-for-an>

Slide 3: <https://www.reloopplatform.org/reusable-vs-single-use-packaging-a-review-of-environmental-impacts/>