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# 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

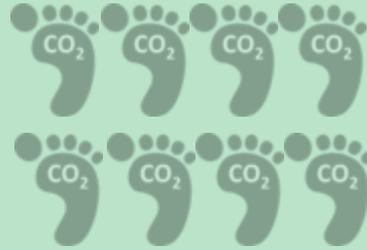


BVENS

# 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!