



REVÍNO

THE REVINO TEAM



Keenan O'Hern | Adam Rack | Callie Edwards

Experienced team in: Wine Management, Supply Chain, Reuse Systems, Reusable Bottle Program Management, Production, Startups, and Marketing & Sales



**We will revive the reusable glass
bottle ecosystem, cleaning the
planet *one bottle at a time.***

REVINO



THE PROBLEM TODAY

1. Glass packaging: Responsible for **30-60%** of overall winery emissions.
2. Glass is a negative commodity in recycling.
3. Glass is the *only* **inert packaging material** for wines.



INCONGRUITY



Bottles

Estimated 70% go to landfill.

VS

Glassware

Cherished item with unlimited reuse potential.

SAME
MATERIAL



The UNITED STATES remains one of the only industrialized nations lacking commercial scale return and reuse bottle infrastructure.

98% of beer bottles sold in Ontario returned and reused in 2023



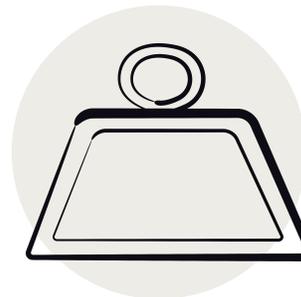
WHY REUSE MATTERS



Unstable glass import markets.



Stabilizing factor in glass costs for ALL of us.



Scarcity of raw materials

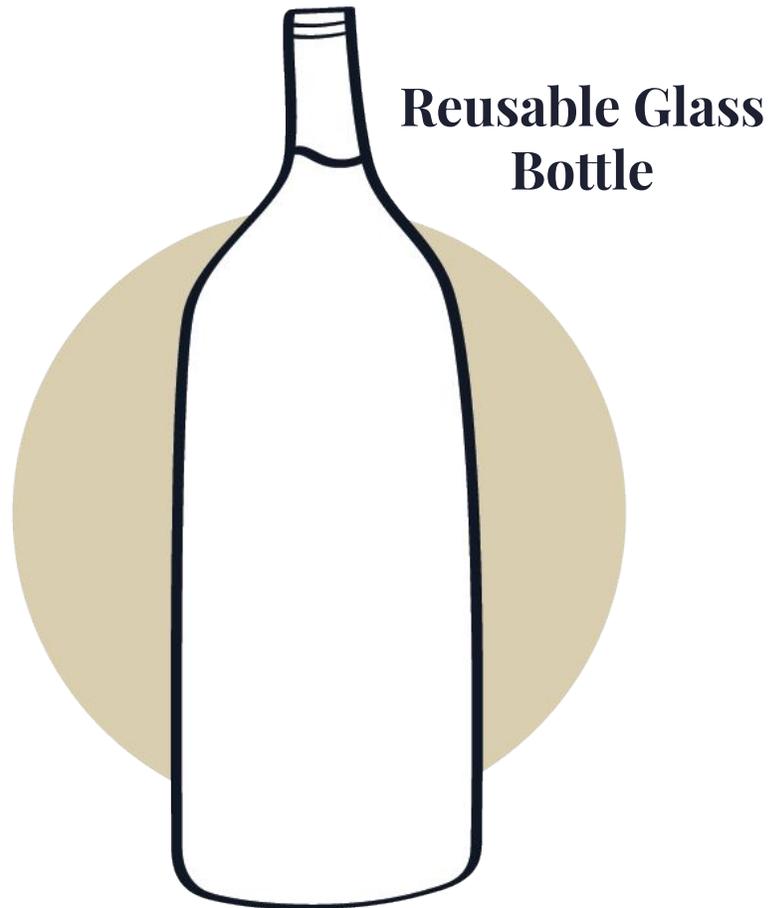


Our only sustainable (wide definition) option.



REUSE = MOST SUSTAINABLE

CO₂ emissions reusable glass bottles vs. single-use containers.



VS.

85% Less Emissions
than Single-Use Glass



70% Less Emissions
than Single-Use PET



57% Less Emissions
than Single-Use Cans

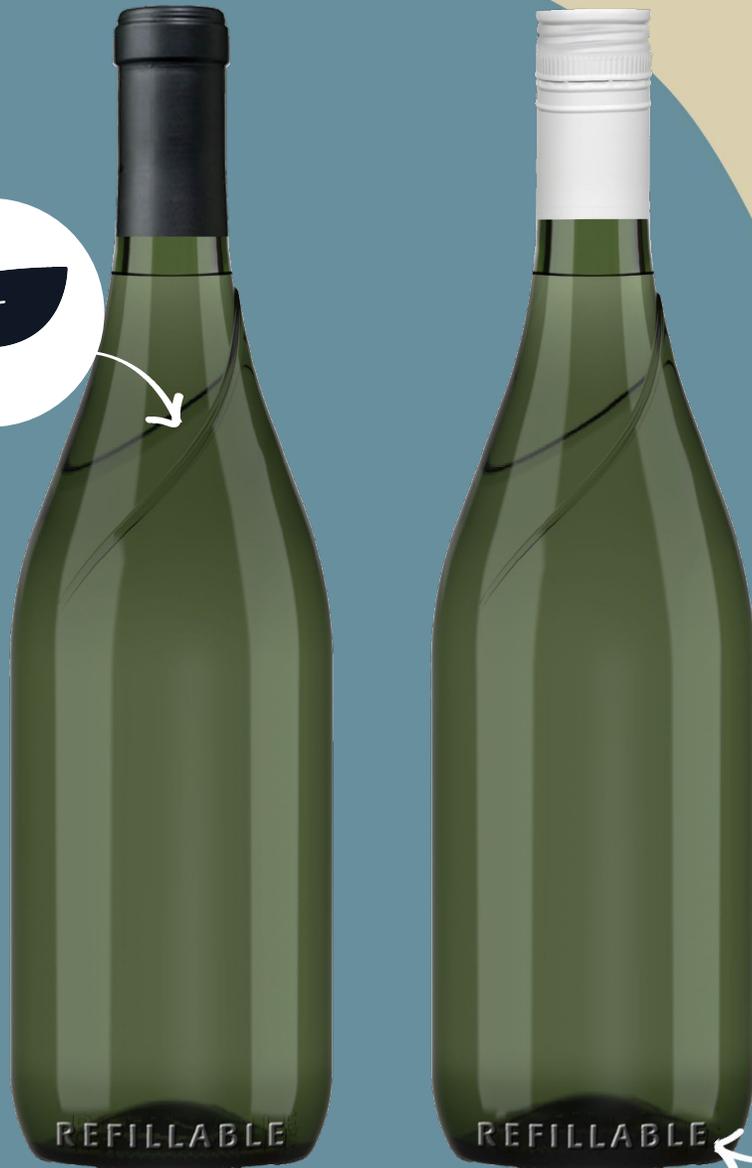


START WITH THE BOTTLE

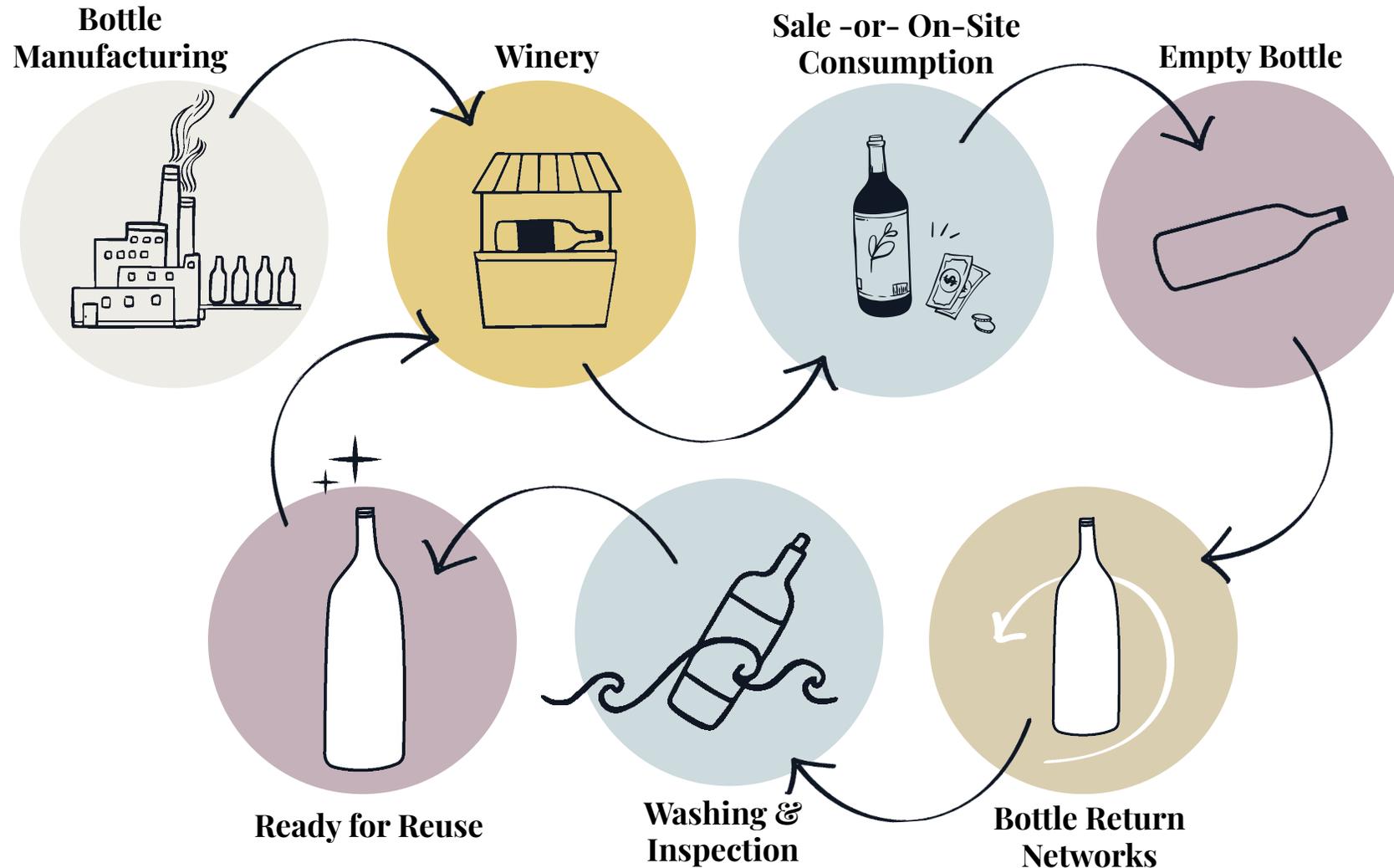
Elegant & Identifiable

Designed by wineries, for wineries.

- Sortable in optical sorting systems.
- Compatible with standard bottling, washing & inspection equipment.
- Comparable cost to similar bottles.
- Carrier/Branding of sustainable values.



LIFE OF A BOTTLE





OUR COLLABORATIVE ECOSYSTEM

Revino has first mover advantage and established relationships with wineries

Industry

Pinnacle of sustainable packaging.



INTERNATIONAL WINERIES FOR CLIMATE ACTION



the PORTO PROTOCOL

Retailers & Consumers

Interactive packaging and sustainable shopping.



EREWHON

Bottle Manufacturing

Production & end of life recycling.



REVINO

Environmental Advocates, NGOs, & Policy

Launchpad for reuse policy language & POC showroom



Distribution Networks

Environmental leadership and standout service



Bottle Return Infrastructure

Network access and material acquisition



recyclops

HOW TO ENGAGE

Select reusable bottles for:

- All DTC and West Coast focused wines.
 - A replacement for all bottles over 500 g
-

Share **forecasted volumes** and **bottling dates** for refillable bottles.

Engage your network: Talk about packaging!

Tell us what you need for success.

- Next bottle types and colors.
- Educational materials, pickup changes, ect.
- Data and success stories



BORDEAUX DEVELOPMENT



Design Process: Starting in May

Facts

- **Engineered for Reuse**
- **Design and Manufacturing:** O-I Glass
- **Manufacturing Plant:** Tracy, CA -or- Portland, OR

2025 Release

- Punt will feature newly voted PR3 reuse symbol, infinity sign.



WASHINGTON MARKET - NextCycle

Tasting room programs

- Drive foot traffic & encourage return visits.
- Divert bottle waste from on-site use.

Long term

- Retailer Partnerships
- Bag Drop Systems, reuse 'rates and dates'
- Deposit Return Depot

Help scale reuse

- Connect with us.
- Choose reusable, sortable bottles.
- Share the message.

The advertisement features a central image of a green wine bottle with a dark cap, set against a background of a vineyard. To the left of the bottle is a white informational panel with the following text:

Did you know packaging is a leading contributor of carbon emissions in the wine industry? Carbon emissions cause global warming, climate change, the depletion of natural habitats, and rising sea levels. It's not too late to make a difference for our planet!

Recycling Isn't Working:

- 9 to 31%** The number of wine bottles that are actually recycled. Almost none are reused over-easily.
- 16.2 billion** The number of glass bottles used in the US produce annually.

Revino's Sustainable Solution: Refillable Wine Bottles

- 85%** Carbon reduction compared to single-use bottles.
- 25+ times** Single bottles can be refilled.
- 3 refills** For a Refill bottle to break even on production.

To the right of the bottle, the text reads: **Join Us in The Refillable Revolution!** Learn about our new refillable wine bottles from Revino.

On the far right, a dark purple box contains the following text:

Join the Revolution
Join our groundbreaking sustainability effort by supporting the refillable movement. Here's how:

- **Purchase refillable bottles**
Support wineries that care that have chosen sustainable packaging.
- **Return bottles for reuse**
Put these bottles back into circulation by returning to the location where you bought them or other return locations.
- **Advocate**
Ask your favorite retailers and beverage brands to carry refillable bottles.

Check out Revino.com/refillable to learn more and find return locations for you.

At the bottom right, there is a QR code with the text "SCAN TO LEARN MORE" and the Revino logo.





“the reality is that it is working at a huge scale”

– Matt Littlejohn, Senior Vice President, Oceana.

“This is the future of the wine industry”

– Eric Asimov, Reporter, New York Times.

“If you don’t join now, you’ll be dragged along when consumers demand it”

– Jess Pierce, Winemaker and Producer, Pierce Wines.

Revino Featured In:



FAST COMPANY

salon

SevenFiftyDaily



WINEENTHUSIAST

KGW8



PORTLAND
BUSINESS JOURNAL

QUESTIONS

Looking forward to working with you as stewards towards a more sustainable industry!

Contact:
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keenan@revinobottles.com

The Revino logo, featuring the word "REVINO" in a bold, white, sans-serif font. The letter "V" is stylized to resemble a wine bottle. Below the text is a white, curved line that forms a smile-like shape.

REVINO

RESOURCES

Research & Studies

[ZWE Oct20218 Case-Study Consumption-and-Production reWINE.pdf](#)

[zwe_reloop_report_reusable-vs-single-use-packaging-a-review-of-environmental-impact_en.pdf.pdf_v2.pdf](#)

[Willamette Valley Facts and Figures | Willamette Valley Wineries](#)

[Economic Impact](#)

[GPI: Glass import backlogs do not equal US glass "shortage" - Glass Packaging Institute Research - Google Docs](#)

[Is Plastic Recycling A Lie? Oil Companies Touted Recycling To Sell More Plastic : NPR](#)

[California Investigating Oil Companies For Alleged Plastic Recycling Deception : NPR](#)

[Promises on fighting climate change are falling far short : NPR](#)

[Mckinsey Sustainability in Packaging Five Key Levers For Significant Impact](#)

Supporting Articles

[Refillable Bottles Offer Benefits to Breweries | BeerAdvocate](#)

[Bay Area wineries will soon ask you to return bottles](#)

[Coca-Cola plans to use more refillable bottles. Why aren't all soda bo](#)

[Home page - The French Agency for Ecological Transition](#)

[2023 wine predictions: Higher prices, new zero-alcohol options and more - The Washington Post](#)

[2022 Year In Review: M&A Market Remains Active in 2022 in California and Pacific Northwest](#)

[Department of Environmental Quality : Oregon's Evolving Bottle Bill : Recycling : State of Oregon](#)

