

NAPA GREEN

# Marketing Toolkit

*Everything you need to tell your sustainability story*

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Prepared for Napa Green Certified Members

# Congratulations on Your Napa Green Certification!

Your leadership, actions, and impact serve as an example for wineries worldwide and are crucial for the trade and consumers who actively seek to support values-driven businesses.



Climate Action



Regenerative Agriculture



Social Equity



Water Efficiency



Energy Efficiency



Supply Chain Management



Sustainability Leadership



Biodiversity & Soil Health



Forest Management




Climate-Smart Practices

All practices are third-party audited so your consumers can have confidence you are doing the right thing.

# The Napa Green Story

*Born from Community Collaboration*



1998	EPA lists Napa River as impaired
Early 2000s	Community stakeholders collaborate on voluntary sustainability program
2004	Napa Green Land certification launches
2008	Napa Green Winery certification established
2019	Napa Green becomes independent nonprofit
2021	New regenerative Vineyard certification launched
2023	First certification globally to require glyphosate phaseout
2025	100% of certified growers eliminate glyphosate ahead of deadline
TODAY	Your organization joined the collective action

# What Makes Napa Green Different



## **Soil-to-Bottle Certification**

The only program offering comprehensive vineyard AND winery certification



## **Third-Party Verified**

Independent audits ensure rigor and credibility



## **Climate-Focused**

Carbon farm plans, water efficiency, energy reduction, waste diversion



## **Regenerative Agriculture**

Building soil health, biodiversity, and ecosystem resilience



## **Social Responsibility**

Fair labor practices, community engagement, equity and inclusion

# Your Certification

## **Napa Green Vineyard**

Climate action, regenerative farming, social equity. Pathway to carbon neutral within 6-9 years.

## **Napa Green Winery**

Energy, water, waste, GHG reduction, employee care. Entire facility certified, cellar to tasting room.

## **Soil-to-Bottle**

Both certifications. Holistic commitment to winegrowing leadership from soil to bottle.

*Check your Napa Green Certified Member listing to verify which certification(s) apply to your organization.*

# Benefits of Being Napa Green Certified



## For Your Business

- ✓ Increase efficiency & resilience
- ✓ Reduce environmental impact
- ✓ Care for employees & community
- ✓ Boots-on-the-ground support



## For Marketing

- ✓ Meet growing market demand
- ✓ Strengthen your brand story
- ✓ Build loyalty through trust
- ✓ Differentiate at every touchpoint



## For Trade & Distribution

- ✓ Meet buyer demand for eco-friendly
- ✓ Competitive shelf differentiation
- ✓ Green your supply chain
- ✓ Value-driven purchasing cues



## For Consumers

- ✓ Trust through transparency
- ✓ Values-driven purchasing
- ✓ Support for ecosystem health
- ✓ Better for the planet & body

*81% of consumers are more likely to buy from a sustainable brand — but 45% don't know which brands qualify. They can't support what they don't know about.*

# Celebrate Your Certification

Your first steps after getting certified:

- Update your website with the appropriate Napa Green logos
- Update your Visit Napa Valley directory listing with the “Napa Green Certified” tag
- Update your NVV website listing (if a member) with the “Napa Green Certified” tag
- Post on social media and tag/collaborate with @NapaGreen
- Arrange a training session for your hospitality, sales, marketing, and leadership teams
- Submit label application if you want to put Napa Green logos on your bottles
- Update your Google Business Profile with “Napa Green Certified”
- Add Napa Green to your email signature and website footer

# Your Activation Toolkit

*Ready-to-use copy, templates, and actions  
you can implement today*

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# Grab-and-Go: Website Copy

## SHORT VERSION

[BRAND NAME] is proud to be Napa Green Certified — the wine industry’s most rigorous sustainability certification, verified by independent third-party auditors. From the vineyard to the cellar, we’ve committed to practices that protect the land, conserve water and energy, support our team, and produce wines that reflect the best of this place.

## LONGER VERSION

At [BRAND NAME], sustainability isn’t a program we joined — it’s how we farm and how we make wine. We are Napa Green Certified, meeting more than 150 best practices covering water conservation, energy efficiency, soil health, climate action, and social equity. Every practice is independently verified by third-party auditors.

What does that mean for you? It means the wine in your glass comes from a place where the soil is alive, the water is protected, the team is cared for, and the commitment is real.



# Grab-and-Go: Social Media Posts

## CERTIFICATION ANNOUNCEMENT

We're officially Napa Green Certified! This means every aspect of our operation has been independently verified against the wine industry's highest sustainability standards. This isn't a claim. It's a commitment.

## GLYPHOSATE-FREE

No Roundup. No glyphosate. No synthetic herbicides. Our vineyard is farmed clean — and verified by Napa Green's third-party certification. Healthier soils. Stronger vines. Better wine.

## REGENERATIVE

What's growing between our vines matters as much as what's growing on them. Cover crops, compost, biodiversity — practices that build living soil and produce grapes with real character.

*More posts available: Harvest, Earth Day, Team/Social Equity, Seasonal. See full copy doc for complete library.*

**#NapaGreen #SustainableWine #ClimateAction #RegenerativeVineyard #SustainableFarming**



# Grab-and-Go: Labels, Menus & Table Tents

## BACK-OF-LABEL

*Napa Green Certified. Verified sustainable from soil to bottle. [napagreen.org](https://www.napagreen.org)*

## BACK-OF-LABEL (EXPANDED)

This wine is Napa Green Certified — independently verified against the wine industry's highest standards for environmental stewardship, climate action, and social equity.

## TASTING MENU HEADER/FOOTER

[BRAND NAME] is a Napa Green Certified Vineyard & Winery, meeting more than 150 independently verified practices for sustainability, climate action, and community care. Ask your host to learn more.

## TABLE TENT / STANDALONE CARD

You're tasting wines from Napa Green Certified vineyards — farmed without synthetic herbicides, powered by renewable energy, and committed to leaving this land better than we found it. Every practice is third-party verified. That's not a marketing claim — it's an audit.



# Email Marketing Integration

*Don't create a separate sustainability newsletter. Instead, make sustainability a consistent thread woven through every communication you're already sending.*



## Welcome Flow

Add a sustainability touchpoint to Email 2 or 3. Share what certification means and link to your Napa Green listing.



## Club Shipments

Add a P.S. or seasonal sustainability spotlight. One line per email is more effective than one big email per year.



## Release Emails

Embed sustainability into wine descriptions: "From soil we've been regenerating for 5 years, farmed without synthetic herbicides."



## Newsletters

Rotate a recurring spotlight: audit results, cover crop season, team training, biodiversity updates.

# Email Copy You Can Use

## SUBJECT LINES THAT WORK

*The story behind how we farm*

*What Napa Green Certified actually means*

*Your spring shipment is ready (and certified sustainable)*

*From regenerative soil to your glass — the 2023 [Wine] is here*

*What's growing between our vines (and why it matters)*

## CLUB SHIPMENT P.S.

P.S. — Every wine in this shipment was grown and produced under Napa Green's independently verified certification. From the cover crops between the vines to the renewable energy that powers our cellar — this is wine made with care for every part of the process.



# Tasting Room & Hospitality Touchpoints

## PHYSICAL TOUCHPOINT CHECKLIST

- Napa Green Certified signage at entrance or check-in
- Table tent or card at each tasting station
- Tasting menu callout (header, footer, or sidebar)
- QR code linking to your Napa Green member page
- Vineyard walk signage at cover crop rows, owl boxes, solar panels
- Retail shelf talker in your tasting room bottle shop

## THE “SUSTAINABILITY MOMENT”

*Build a brief, natural moment into your tasting flow. Not a lecture — a moment.*

### **At the start:**

*“Before we pour — we’re Napa Green Certified. Everything from how we farm to how we run this building is independently verified.”*

### **Mid-tasting:**

*“This wine comes from a block where we planted cover crops three years ago. The roots go deeper, the soil holds more water — we think the wine shows it.”*

### **At the close:**

*“When you take a bottle home, you’re supporting a winery verified for 150+ sustainability practices. Not claimed — verified.”*



# DTC & Hospitality Talking Points



## **Tell a story**

Did you lighten your bottles or plant pollinator habitat? Tell your guests what you did and why. Connect it to the experience they're having.



## **Avoid jargon**

Skip overly technical terms. Guests may not understand wastewater practices, but they understand the importance of conserving water as a shared resource.



## **Speak for yourself**

Share what excites you. Your authenticity will shine through and help people connect to the experience and the practices.



## **Meet people where they are**

Everyone has a different level of knowledge. Foundationally: care for the land and community leads to better wine.



## **It's okay to not know**

Your organization has implemented 100+ best practices. You're not expected to know every detail. Refer guests to Napa Green or your team.



# Wine Club Integration

## SHIPMENT INSERT

[BRAND NAME] is Napa Green Certified.

Every wine in this shipment was grown and made under the wine industry's highest sustainability standards — independently verified, from soil to bottle.

No synthetic herbicides. Renewable energy. Fair labor. Living soil.

## CLUB EVENT IDEAS

### Regenerative Vineyard Walk

Cover crops, compost, owl boxes. End with a barrel tasting.

### Solar Panel Tour + Sunset Tasting

Show the energy infrastructure, then taste wines.

### Winemaker's Sustainability Table

Seated dinner pairing each course with a sustainability story.

### Behind the Certification Q&A

Invite a Napa Green team member to co-host.

## NEWSLETTER SPOTLIGHT ROTATION

### Spring

Cover crops in bloom, soil health, vineyard biodiversity

### Summer

Energy use, water conservation, team spotlight

### Harvest

Farming without herbicides, regenerative results

### Winter

Audit results, year-in-review, looking ahead



# Trade & Wholesale Tools

## ONE-LINER FOR YOUR SALES REP

*"[BRAND] is Napa Green Certified — the industry's most rigorous third-party sustainability verification. Everything from vineyard to bottle is audited. It's a strong story for accounts looking to meet consumer demand."*

## THREE THINGS EVERY REP SHOULD KNOW

1

### Only soil-to-bottle certification

Vineyard AND winery, independently audited

2

### 100% glyphosate-free

All certified vineyards, zero exceptions

3

### Consumer demand is real

Sustainability wines grow at 2.7x the rate of conventional

## SHELF TALKER

### NAPA GREEN CERTIFIED

Independently verified sustainable — soil to bottle.  
No synthetic herbicides. Renewable energy. Fair labor.  
[napagreen.org](http://napagreen.org)



# Photography & Visual Guidance

## WHAT TO CAPTURE

- ✓ Cover crops in bloom between vine rows
- ✓ Soil close-ups — healthy soil, earthworms, root systems
- ✓ Your team at work — pruning, monitoring, in the cellar
- ✓ Solar panels in vineyard context
- ✓ Biodiversity — owl boxes, raptor perches, pollinator habitat
- ✓ Compost and cover crop management
- ✓ Water conservation infrastructure
- ✓ Napa Green signage or logo on your building/bottle

## WHAT TO AVOID

- X Generic vineyard glamour shots with no sustainability context
- X Stock photography of any kind
- X Heavy filters or over-processed images
- X Bottle-only shots without land or people

### **CAPTIONING TIP**

Caption every sustainability photo with a specific practice, not a vague claim.

“Our cover crops between these Cabernet rows fix nitrogen naturally and reduce our need for synthetic inputs.”

beats

“We care about the environment.”



## Stats You Can Cite

**66%**

of consumers will  
pay more for  
sustainable products

*NielsenIQ / McKinsey, 2024*

**2.7X**

faster growth for  
sustainability-marketed  
products

*NYU Stern, 2024*

**81%**

more likely to buy  
from a sustainable  
brand

*Nielsen CSR Survey*

**60%+**

of U.S. consumers  
prioritize eco-friendly  
wines

*Wine Industry Network, 2025*

### HEALTH & SAFETY

#### **Glyphosate residues found in 19 of 20 wines tested**

(U.S. PIRG, 2019) — Napa Green's 100% phaseout addresses this directly.

#### **1% increase in soil organic matter = 20,000 additional gallons of water retention per acre**

(USDA / World Economic Forum) — reducing irrigation needs and building vine resilience.



# SEO & Digital Quick Wins

*Small actions that take minutes and improve your discoverability when consumers search for sustainable wine.*

1

## **Google Business Profile**

Add “Napa Green Certified” and “sustainable winery” to your description. Upload sustainability photos.

2

## **Website meta descriptions**

Add “Napa Green Certified” to your homepage and About page meta descriptions.

3

## **Visit Napa Valley directory**

Update with the “Napa Green Certified” tag (feeds into Climate Smart Itineraries).

4

## **NVV directory**

If you’re a member, add the “Napa Green Certified” tag.

5

## **Link to your NG listing**

Add a link from your website to your Napa Green page. Builds SEO for both sites.

6

## **Write one blog post**

“What Napa Green Certification Means at [Brand Name]” — evergreen content for search.

# Resources & Next Steps

## ★ **Napa Green Member Resources**

Logos, signage, label application forms

## ★ **Team Training**

[team@napagreen.org](mailto:team@napagreen.org) — schedule a personalized training for your staff

## ★ **Marketing Support**

[marketing@napagreen.org](mailto:marketing@napagreen.org) — help telling your sustainability story

## ★ **Social Media**

@NapaGreen on Instagram, Facebook, LinkedIn

## ★ **Greenshouting Guide**

[creativesforclimate.co/greenshouting](https://creativesforclimate.co/greenshouting)

## ★ **Learn More**

[napagreen.org](https://napagreen.org)

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*Remember: sustainability is a journey, not a destination. Continue to share your successes on an ongoing basis.*