

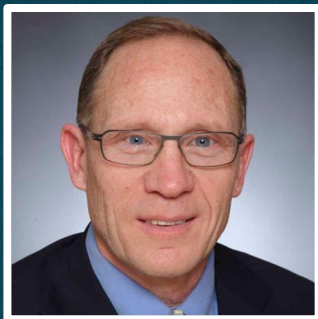


Track: Sales / Marketing
11:00am – 12:00pm

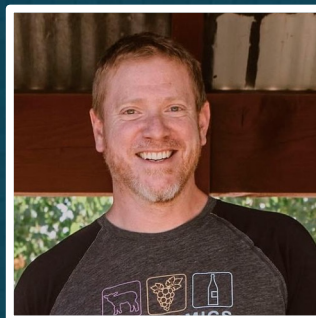
Conference Track
Presented by:



MODERATOR



Bill Vyeniolo
Senior Business
Consultant / Moss
Adams



Jason Haas
Partner & General
Manager / Tablas Creek
Vineyard



Steven Harrison
President & CEO /
Vinoshipper



Peter Allen
Senior Director of Client Services
and Business Development /
Affinity Creative Group

*CASE STUDY: HOW A CARBON FOOTPRINT
AUDIT LED US TO A \$95 BOX OF WINE*



THE SELF-ASSESSMENT



A Winery Carbon Footprint Self-Assessment: Why I Can't Give Us an "A" Despite All Our Progress

May 17, 2021

When you consider a winery's environmental footprint, what do you think of? Their vineyard certifications? Whether they're using recycled materials? How well insulated their winery building is? If so, you might be surprised to learn that the largest contributors to a winery's carbon footprint¹ are the source of their energy, the weight of their bottles, the production of fertilizers and other inputs that go onto the vineyard, the transportation of the bottled wine, and the cover cropping and tillage decisions the vineyard makes.

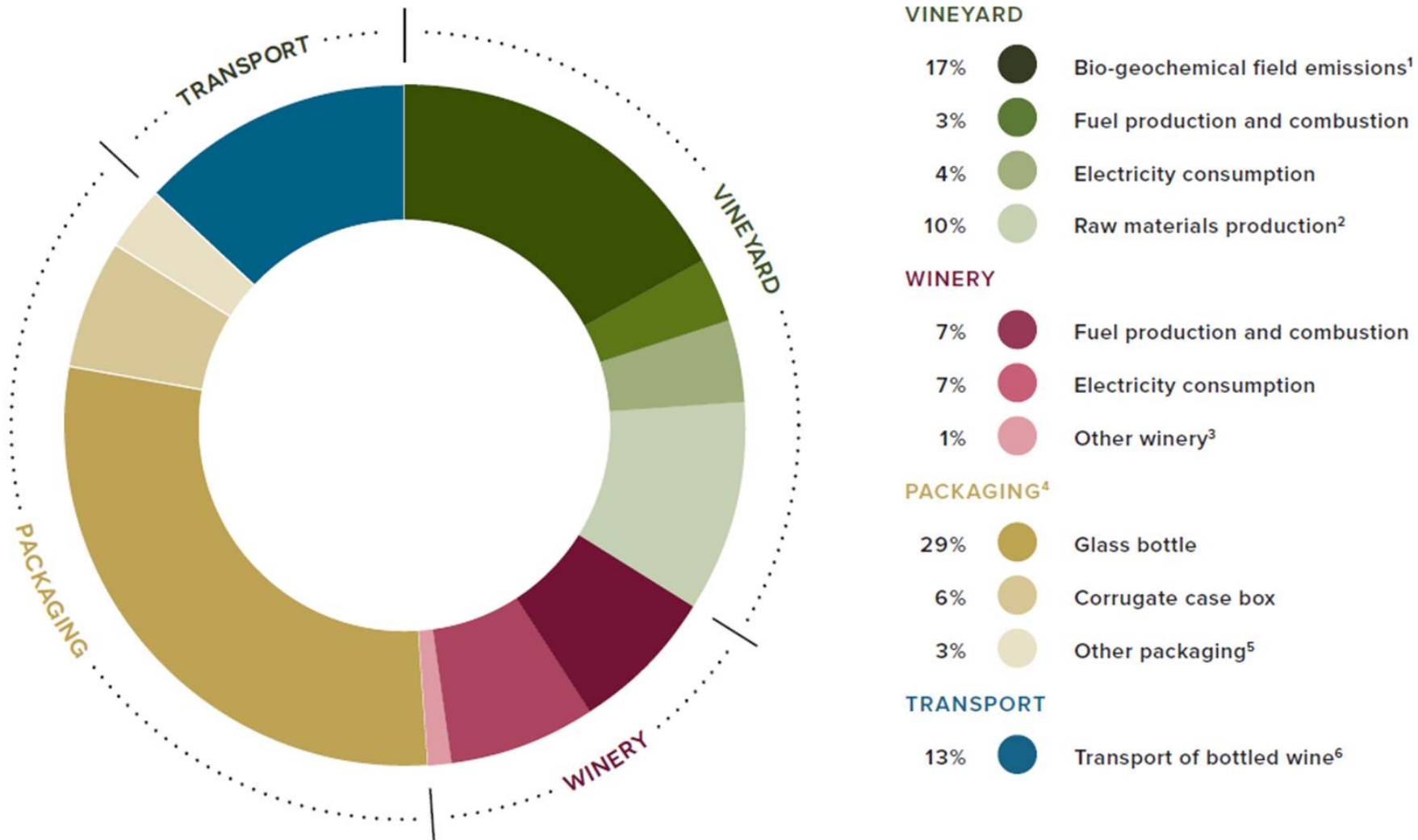


About the Tablas Creek blog

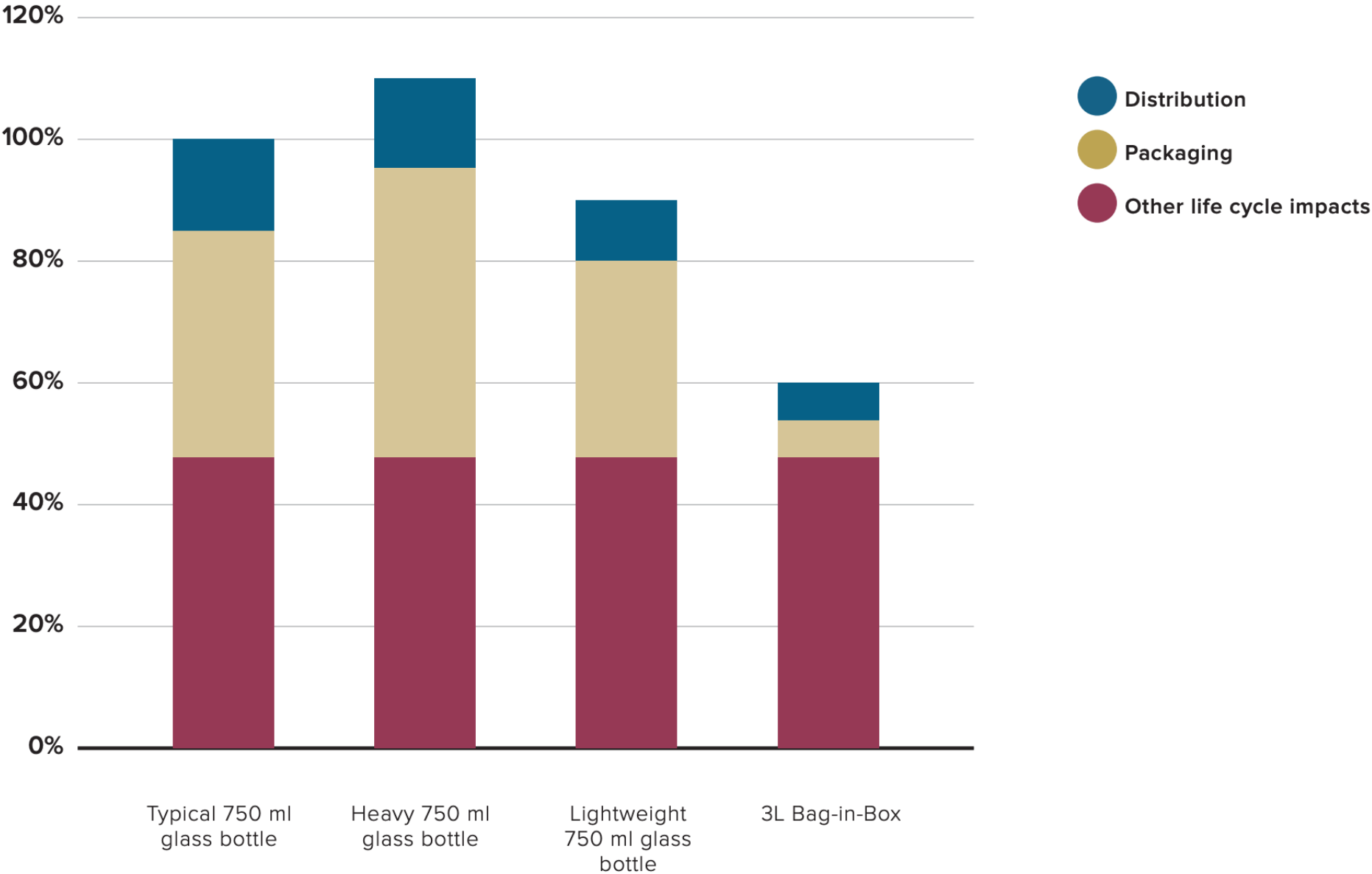
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THE SURPRISE FINDING: PACKAGING

FIGURE 1 Relative impacts for the carbon footprint of packaged wine, cradle-to-retail gate



Using an average 750 ml bottle as the baseline (100%) and a fixed impact for all upstream life cycle stages (grape and wine production), this graph illustrates packaging impact of various types of glass bottles (traditional, heavy and light weight) and bag-in-box scenarios.



A Winery Carbon Footprint Self-Assessment: Why I Can't Give Us an "A" Despite All Our Progress

  David Gillette, Ray King and 26 others

11 Comments 1 Share

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Jason Mancebo

Really great effort here, Jason. Tons of respect for your efforts and transparency in that effort! One thing that rubs me a bit wrong is:"we don't use the bag-in-box 3 liter package (the best available package, in terms of CO2 footprint) at all, and likely won't as long as it still carries the stigma of grocery store generic."

Leadership requires risk and without risk, this (stigma) won't ever change. A winery of your size and your commitment to environmental issues is a perfect "Poster Child" to change the stigma. As a consumer I wish I had more choice on quality wine than the 750 glass bottle. Cans are great, but limited selection and volume requirements = lower quality. the 3L would be great, especially to ship for @home consumption. Go for it! Be the change!!

[Like](#) [Reply](#) 44w Edited



HOW WE MADE THE CASE TO RETHINK BOX WINE

Why we believe the time is right for a \$95 box of wine

February 07, 2022

Last summer, I wrote a blog I called [A Winery Carbon Footprint Self-Assessment: Why I Can't Give Us an "A" Despite All Our Progress](#) in which I broke down how we stacked up against the baseline California winery across all the components that make up our carbon footprint, from vineyard to winery to packaging and transport of finished wine. Overall, we look good against the baseline, thanks to the combination of organic farming with minimal outside inputs, solar power, and the lightweight glass that we use for all our bottles. My rough estimate is that we



About the Tablas Creek blog

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Tablas Creek  @TablasCreek · Feb 7



What comes to mind when you think of a box of wine? Cheap? Mass produced? We think it's time to change that mindset. The 3L bag-in-box has 84% less carbon footprint than the same wine in 4 750ml glass bottles, and advantages in preservation, storage, and portability. A thread. 1/

[Show this thread](#)



315



88



33

Impressions ⓘ

79,759

Engagements ⓘ

1,677

Detail expands ⓘ

772

AND IN THE MEDIA

Forbes

Feb 21, 2022, 04:31pm EST | 817 views

With A Reduced Carbon Footprint, Bag-In-Box Wine Increases Market Share

Jill Barth Contributor @
Food & Drink
I cover wine at work, with attention to makers and growers.

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FEBRUARY 21, 2022

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FOOD & DRINK / WINE

Can Fine Wine

Tablas Creek is making that ear

By SARA L. SCHNEIDER

TABLAS CREEK VINEYARD
2021
PATIL & TABLAS

SOLD OUT IN FOUR HOURS



OUR STORY

WINES

SHOP

TASTE WITH US

NEWS & PRESS

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EVENTS

BROWSE BY COLOR ▾

BROWSE BY COLLECTION ▾

BROWSE BY VINTAGE ▾

VINTAGE CHART 

Search Tablas Creek



WINES BY COLLECTION > [PATELIN DE TABLAS](#) 2021 PATELIN DE TABLAS ROSÉ - 3L BOX >



2021 Patelin de Tablas Rosé - 3L Box

\$95.00

3L ▾ SOLD OUT

LIMIT 3

\$85.50 VINDEPENDENT \$76.00 VINSIDER

The Tablas Creek Vineyard *Patelin de Tablas Rosé* is a rosé blend in the tradition of Provence, produced from three red Rhône varietals: Grenache, Mourvèdre, and Cunoise. The wine incorporates fruit from five top Rhône vineyards in Paso Robles, each vineyard selected for its quality. Like most rosé wines from the Rhône Valley, it is based on the bright strawberry fruit and fresh acidity of Grenache, with additions of deeper red fruit and structure from Mourvèdre and spice from Cunoise.

Lessons we think we learned

- Customers want to be inspired by the choices of the companies they support.
- The wine media is focused on sustainability and excited to write about advances.
- The American wine consuming public is more open to alternative packaging than ever before.
- A winery's relationships with its fans can be used to educate as well as sell (and they're complimentary). DTC is where most innovations will start.
- Everybody loves a good underdog story.
- But... the infrastructure is still largely DIY.

VINOSHIPPER[®] / CompleteDTC

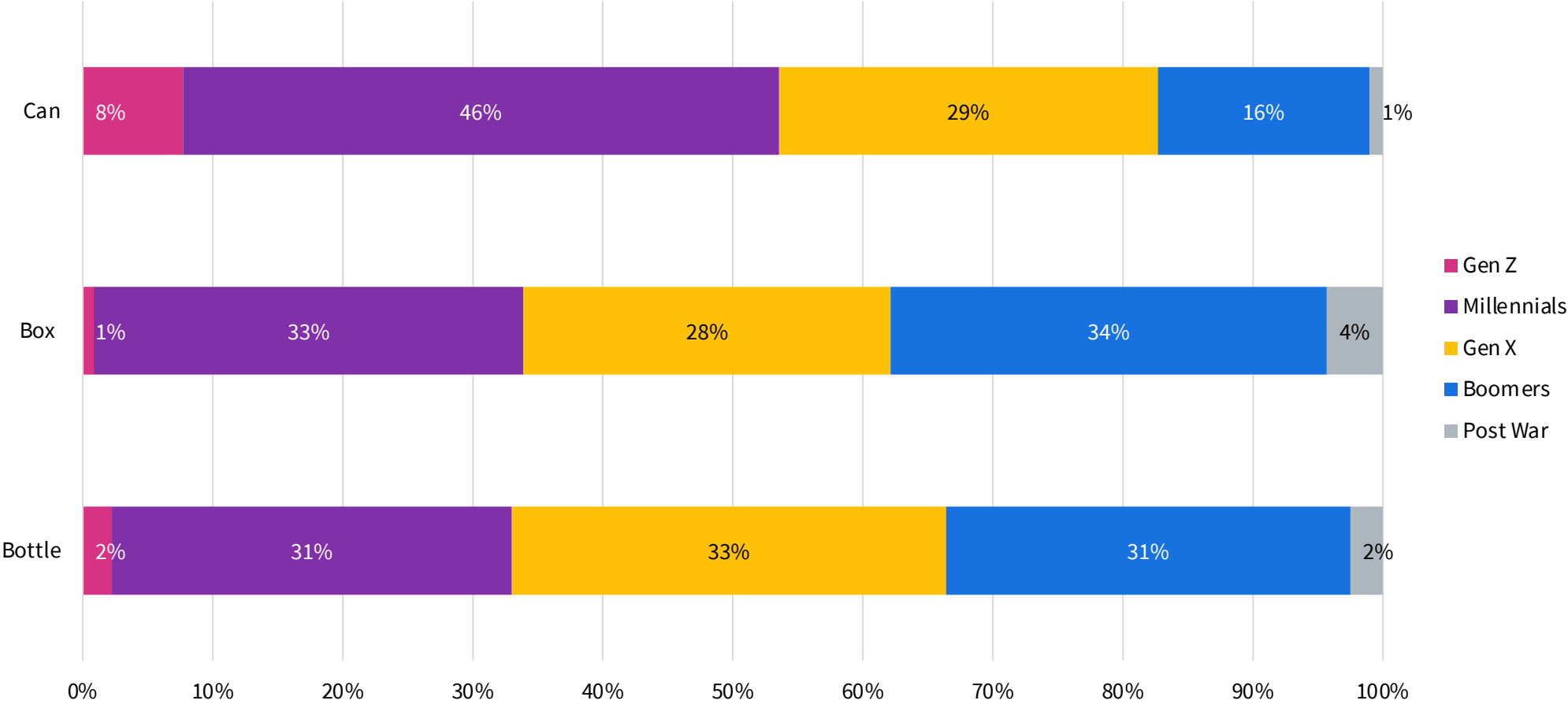
Minimizing Your Carbon Footprint:
New Approaches to Packaging Driven by Eco-Responsibility

DTC Packaging Trends

	Bottle	Box	Can	Other
2018	99.82%	0.00%	0.03%	0.16%
2019	99.43%	0.00%	0.33%	0.24%
2020	96.21%	0.00%	3.61%	0.18%
2021	95.25%	0.10%	4.51%	0.14%
2022 YTD	97.55%	1.22%	1.03%	0.20%

Other includes aluminum bottles, pouches, kegs, mason jars, plastic bottles, growlers, tubes, and can 3 packs.

DTC Spend by Generation



DTC Damages by Packaging Type

	Volume (liters)	Damages (liters)	Loss Rate
Bottle	1,268,535	6,644	0.52%
Box	13,176	111	0.84%
Can	14,998	119	0.79%

Steven Harrison

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completedtc.com

WINE EXPO 2022

B-Liv: Building an Organic Wine Brand from the Ground Up

PETER ALLEN

Sr. Executive Director, Client Services

Affinity Creative Group





Campaign Overview

KEY BRAND ELEMENTS

- + Organic Grapes
- + Sustainable Farming Practices
- + Carbon Neutral Ecosystem

AFFINITY'S MISSION

- + Bring the proposition to life....
online and in store,

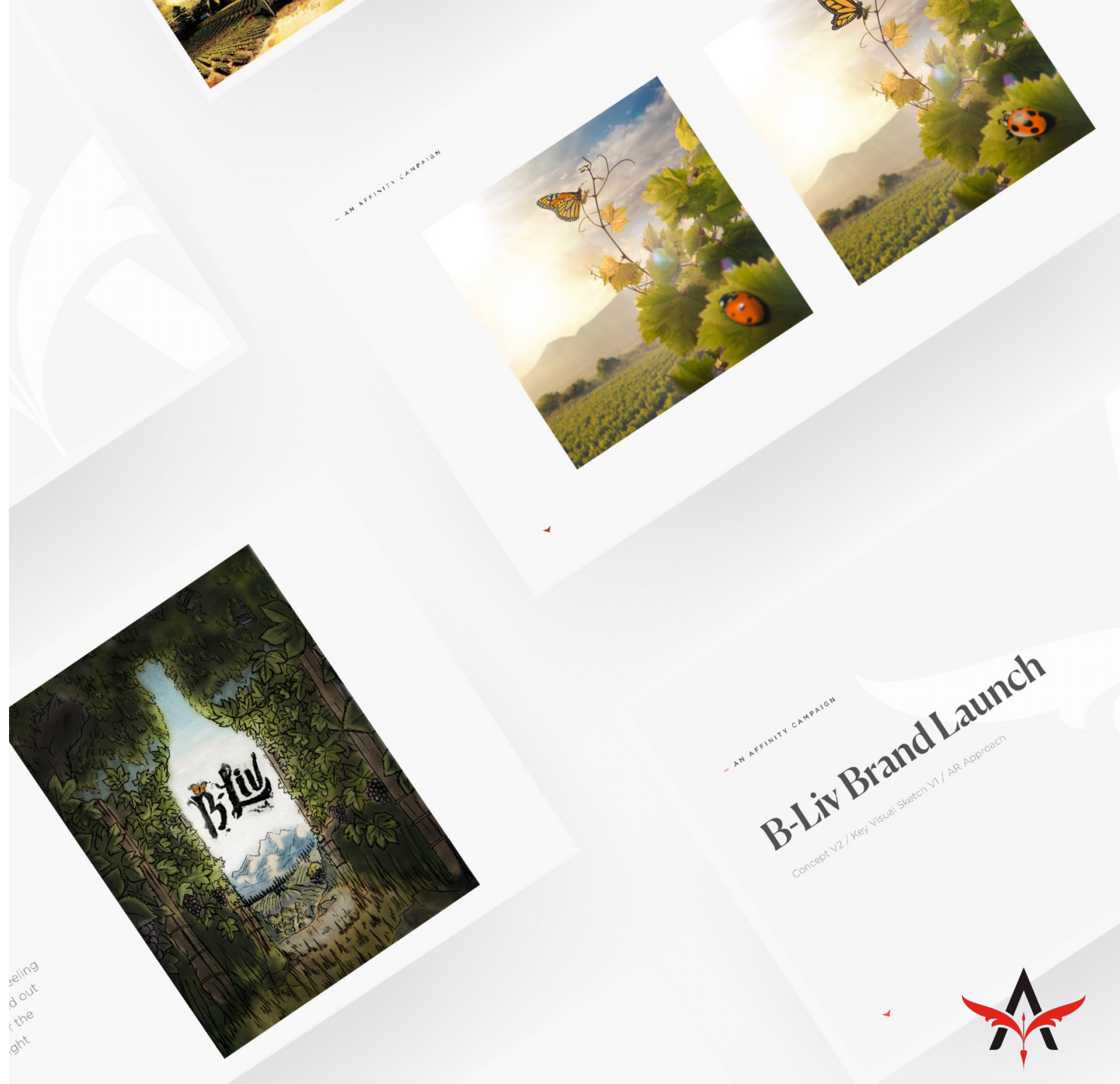
TAGLINE

Wine You Can Believe In



Scope of Work

- + Key Brand Visual
- + Dedicated Micro Site
- + Clear Communication
- + Interactive Elements
- + Drive Interest & Engagement
- + POS Carry Over to Retail



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r the
ight







— B-Liv 2022 Campaign *INTERACTIVE ELEMENTS*. us.blivwine.com



On Premise Activation

- + Neckers
- + Shelf Talkers
- + Displays



IN CONCLUSION

Q&A: *Thank you!*

PETER ALLEN

Sr. Executive Director, Client Services

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415.793.1871



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