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Environmentally Conscious Wineries Choose Verallia's ECO Series™ Wine Bottles

Since introducing the first eco-conceived wine bottle in North America just two short years ago, Verallia has sold over 180 million ECO Series™ bottles. Although the primary intent of the ECO Series™ bottle was to provide customers with a high quality bottle with less overall impact on the environment, over 300 environmentally conscious wineries are capitalizing on the sustainability characteristics of the bottle and widely-accepted marketing appeal the bottle has with consumers.

"We have had an overwhelming response to the ECO Series™ from our wine customers, both large and small," said Bob Parise, Vice President, Sales and Marketing, Wine Sector for Verallia North America. "In 2009, we introduced the bottle as part of a company-wide sustainability initiative. Although we knew the wine industry already had a deep commitment to the environment, we learned very quickly the industry has a keen ability to market that commitment to environmentally conscious consumers."

Finding great success in marketing wine in the ECO Series™ bottle, Eight Arms Cellars in Suisun Valley, Calif. is set to bottle all of its wines in Verallia's ECO Series™ bottles in 2011. Eight Arms is a small winery known for its Syrah wines and lives by its brand "Go Green, Drink Red". After using the ECO Series™ Evolution bottle for packaging "The Tentacle" wine last spring, Eight Arms experienced an overwhelming response from consumers selling out of the product in less than 60 days.

"I first chose the ECO Series™ bottle for The Tentacle Syrah last spring because the bottles are more carbon friendly and made locally with recycled glass," said Boltin.

On a much larger scale, Goose Ridge Estate Vineyard and Winery is located in the heart of the Washington's Columbia Valley. The third-generation, family-owned and operated winery practices sound viticulture principles and manages every aspect of winemaking from planting to harvesting and processing to packaging. As a result of the family's commitment to excellence, the winery's 2006 Vireo was ranked #41 in the Wine Spectator's Top 100 of 2010.

"We take pride in every bottle of wine we produce, and want to ensure every bottle is one that we'd proudly serve our own family and closest friends," said Molly Stutesman, third generation family partner of Goose Ridge Estates. "We chose the ECO Series™ for our g3 and Stonecap wines because sustainability is important to our process and our brand."

Named for the third generation of family owners, g3 includes both a premium red wine and a premium white wine blend. Both the g3 and Stonecap wines are 100% estate fruit grown and packaged on premise reducing the winery's carbon footprint.

The ECO Series™ allows Goose Ridge to stay competitive in this wine category by offering a local supplier and a high quality, affordable bottle. "We believe the bottle brings added value and benefits to consumers who are looking for producers and products that endorse or use practices that are sustainable and responsible. Using a local supplier makes it that much more sustainable and affordable to bottle our premium wines," added Stutesman.

Verallia's ECO Series™ lines were the first glass containers manufactured in North America focusing on eco-conception, a process developed to maintain high quality and enhance customer appeal all the while lessening the overall impact on the environment (energy demand, transportation impact, and CO2 emissions). For example, the ECO Series™ Inspiration claret wine bottle, when compared to a "classic" 20 oz claret wine bottle, reduces consumption of energy for manufacturing and CO2 emissions by 19% and further reduces greenhouse gas and impact on transportation by 10% (based on average distance of 200 miles).

"ECO Series™ bottles have not only proven to be a success for Verallia but, more importantly, are bringing added value and real success to our customers," said Doug Hesche, Vice President, Market Development for Verallia North America. "It's great to



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"...thousands of wineries that were not on our radar."
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be able to offer customers a product that is not only better for the environment but, also, more affordable and marketable to the end consumer.”

The ECO Series™ catalog is now available by contacting Kate Gerber at kate.m.gerber@saint-gobain.com

About Verallia and Saint-Gobain Packaging

Verallia is the glass packaging brand of Saint-Gobain created for the glass bottles and jars market. Saint-Gobain Packaging, a major global manufacturer, designs and manufactures glass packaging that is respectful of the environment, is endlessly recyclable, and preserves & promotes the quality of products. Verallia glass is pure and safe, respecting the well-being of consumers.

Verallia North America, the Saint Gobain Packaging Sector’s North American business, is a major glass container manufacturer in the United States and produces Verallia brand glass bottles and jars for the wine, beer, beverage, spirits, and food container markets with 13 strategically located plants and a state of the art distribution center.

More supplier news from Verallia:

[Glass packaging sector of Saint-Gobain launches new Verallia brand](#) (05/10/10)

[Saint-Gobain Containers Sets Aggressive Greenhouse Gas Emissions Reduction Goal](#) (01/07/10)

Verallia

Website: www.verallia.com

Location: Fairfield, CA, USA

Largest US glass manufacturer of wine containers offering manufacturing flexibility with plants in the East and West, many color options and the eco conceived line of wine bottles, the ECO-Series™. [learn more](#)

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