Lightweight wine bottles save CO$_2$

Distell has worked closely with the UK-based Waste & Resources Action Programme (WRAP) initiative to prom[...] glass savings and has collaborated with local bottle suppliers to develop suitable, totally safe lighter packaging. Through this programme, it has enhanced its eco-credentials, by saving 333.5 tons of glass by reducing the weight of 2.9 million of its wine bottles in 10 months.
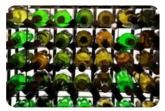

Image courtesy of FreeDigitalPhotos.net

Credit: Graeme Weatherspoon

According to the company's environmental manager, Jacques Rossouw, this saving represents 733.7 tons of CO$_2$ equival[...] emissions. He said it continued the work of the company to lower its carbon footprint, accelerated in 2008, when it established a programme to continuously purify and re-use CO$_2$ released during fermentation of its apple ciders.

"Since switching from 750 ml wine bottles with an average weight of 570 grams to bottles weighing 455 grams across the range of wines we produce, we have already effected significant reductions in CO$_2$ equivalent emissions," said Rossouw.

Lighter option for export

Jacques Rossouw

"This is just the start. Within the next few months, we'll be introducing a new 350 gram bottle to further boost the savings," [...] added. Distell had played a key role in the design of the new 350-gram bottle, as part of its concern for sustainable wine production. "The design was evolved by our packaging development manager, Eugene Mostert, in co-operation with Cons[...] and is available to the entire local industry.

Carina Gous

According to Carina Gous, who heads Distell's wine marketing division, the new 350-gram lightweight bottle will be used fo[...] selected company brands as well as for some international buyers-own brands produced by Distell.

"However, the 455 gram bottle remains an extremely popular option for brands such as Nederburg and Two Oceans, both [...] which continue to defy the global economic downturn to reflect ongoing growth," she added.