

GOING GREEN IN YOUR TASTING ROOM

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French Lick Winery

77% of responses in recent survey "think it's important to buy environmentally friendly products," and 75% are "nearly four times as likely to pay a 10% premium for sustainable products" and think these purchases have an impact on society.

Why Push the Green Movement

- ▣ Perception of winery changes
- ▣ Attract new customers
- ▣ Save the planet!
- ▣ Make more money

Why Push the Green Movement

- ▣ People want to feel good about the businesses they frequent
- ▣ Slow Food movement
- ▣ Can't cure cancer, can keep trash out of river

What to Recycle?

- ▣ EVERYTHING!!
- ▣ Glass
- ▣ Packing material
- ▣ Cardboard
- ▣ Corks
- ▣ Paper
- ▣ Barrels into flower planters??

Building Materials

- ▣ Wineries have gone to one extreme using hay bales and sealing surfaces with stucco material
- ▣ Old bricks from one building to build another
- ▣ Recycle timbers from old barns
- ▣ Solar panels

Building ideas

- ▣ Build underground
 - ▣ Basements, tasting room addition, cave cellars
- ▣ Good insulation
 - High R value in your insulation
 - Higher cost initially but pays off in the end

Fetzer Vineyards

- ▣ Green Inside and Out
 - 10,000 square foot Administration building made entirely of recycled material.
 - 100% of energy is from renewable resources: solar, wine and geothermal

Packaging

wine bottles from recycled glass

case partitions use 100% recycled materials

Fetzer Vineyards

- ▣ Reduced waste to landfills by 96% while doubling wine production
- ▣ Spread the word to other wineries, consumers and general public
- ▣ Uses biodiesel fuel in trucks and tractors, reducing carbon dioxide emissions by four metric tons a year
- ▣ Using solar panels that generate hours of clean energy.

ReCork America

- ▣ Recycling wine corks
- ▣ 60% of cork in world used in wine corks
- ▣ Started by winery in Oregon
- ▣ www.RecorkAmerica.org

Crafty Corks



Wine Cork Man?



Who is our Target Audience??



"Mommy, can I go to Timmy's website and play?"

Who Buys into Recycling?

- ▣ Millennials
- ▣ Urbanites
- ▣ Soccer Moms
- ▣ Younger kids

What defines a Millennial

- ▣ Also called Echo Boomers, Nexters and the “Y” Generation
- ▣ Born between 1976 – 2000
- ▣ 21 to 29 years old
- ▣ Children of Baby Boomers



Money to burn

- ▣ 76 million living in U.S.
- ▣ Annual incomes of \$211 billion
- ▣ Largest consumer group in history of US in terms of buying power



What drives purchases?

- ▣ Found in 6 major traits of the new generation
 - Technology savvy
 - Optimistic, but practical
 - Embrace Diversity
 - Believe in balance and fun
 - Environmentally and socially conscious
 - Entrepreneurial

Mention “green” aspects

- ▣ Wine is considered to be natural
- ▣ Educate them on how wine is made
- ▣ Show sustainable practices in vineyards



How to Market your “Green”

- ▣ Work with local recycling outlet to promote
- ▣ All news releases should mention your efforts
- ▣ Put recycling bins in parking lots
- ▣ Bottle deposit on every wine bottle
 - Bottles returned to you for a percentage back.
Customer is in winery again 😊

Other ideas from Wineries?