

# Wine

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## DeLoach Takes By-the-Glass Carbon Footprint to New Lows

By Gina Dallaraon July 29, 2009 6:57 AM | [Permalink](#) | [Comments \(2\)](#) | [TrackBacks \(0\)](#)

By [Courtney Cochran](#)

[Russian River](#)-based [DeLoach Vineyards](#) continues to innovate in the sustainable wine realm with its newest initiative, the "Barrel-to-Barrel" by-the-glass program. Created for eco-conscious on-premise accounts like The Fairmont San Francisco, DeLoach's program - which features nearly 100% recyclable mini barrels and equally recyclable 10L "eco-bag" wine inserts - virtually eliminates the waste associated with buying and serving wine.

### Carbon: The New Low Is Zero

I say it's about time in an industry where alarmingly high packaging waste output conflicts with most wine con there's more: Besides being a significant improvement from a waste perspective over traditional glass-package program offers clients still more perks in the form of profit and spoilage advantages (can you tell I am a fan?). inserts contain 10 liters of wine but cost the same as a traditional 9-liter (12 bottle) case, buyers receive an e for paying customers. What's more, the 10-liter replaceable bags offer the same benefit of bag-in-the-box win eliminated as wine is expelled, which means wine lasts from six to eight weeks from the time the first glass is

No wonder Jean-Charles Boisset - whose company [Boisset Family Estates](#) owns DeLoach - was named Innovator for his efforts towards reducing the carbon footprint associated with wine.

Categories: [Courtney Cochran](#), [Wine News](#), [Writers](#)

## 2 Comments

By Jill on [July 30, 2009 10:02 AM](#)

Great article.

I agree that cutting down packaging is a needed step but it doesn't really solve the problem. There's always gc packaging, transport, etc.

Like you said, the new low is zero-- so I think the only way to do this is carbon footprints. The only way to hav wine and obviously thats not gonna happen ; ) You might wanna check out sites like Belgrave Trust, Native En belgrave lets you offset wine collections which is cool but any one of them would be a good step.

So yeah, less packaging sure helps but I think offsets are the only way to have no footprint for now at least.

By [Courtney Cochran](#) on [July 30, 2009 2:28 PM](#)

Jill,

You're absolutely right and your comment is a great addition to the post. Some footprint is inevitable, and off truly (net) zero impact.

Thanks for contributing.

Cheers, Courtney

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