



THE NEW ZEALAND WINE COMPANY
LIMITED



Sanctuary Carbon Reduction Label Case Study

*Craig Fowles
Sustainability and
Operations Manager*



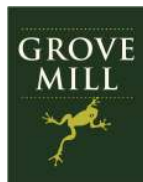
The New Zealand Wine Co



THE NEW ZEALAND WINE COMPANY
LIMITED



THE NEW ZEALAND WINE COMPANY
LIMITED



SANCTUARY

SANCTUARY SAUVIGNON BLANC



NZWC Vision



To be a world class sustainable winery

NZWC Ethos

Produce premium quality wines with minimal environmental impact

➔ **Our point of difference: our eco credentials**

NZWC Eco credentials



- ✓ Awarded NZ Government's Green Ribbon Award (2010) for making an outstanding contribution to protecting the environment
- ✓ World's first carbon neutral certified winery (Grove Mill in 2006)
- ✓ World's first Carbon Reduction Label (CRL) certified wine (Mobius in 2010)
- ✓ First CRL certified wine listed in NZ (Mobius) and Australia (Sanctuary)
- ✓ Accredited Sustainable Winegrowing NZ (winery, own & growers vineyards)
- ✓ Bio-Gro Certified Organic (14 hectares of home vineyards and winery)



Journey Ahead?



Carbon Reduction Label



Carbon Reduction Label



✔CRL informs consumers of the total carbon footprint of a product, from raw materials and manufacturing right through to disposal or recycling of packaging.

✔The label helps people understand how they can reduce their own carbon footprint and fight climate change.

✔Partnered with Planet Ark for Australia promotion and logo licence.



Why the CRL?



THE NEW ZEALAND WINE COMPANY LIMITED

- ✔ Market imperative to have the ability to offer unique selling points to customers
- ✔ USP's need to be transparent and credible
- ✔ Enables market-by-market approach
- ✔ Adds to NZWC's environmental toolkit
- ✔ Further emphasises NZWC's world leading position
- ✔ Capture consumer perception



Carbon Reduction Label POS



THE NEW ZEALAND WINE COMPANY LIMITED

PRODUCED BY THE WORLD'S FIRST CARBON NEUTRAL CERTIFIED WINERY

SANCTUARY SAUVIGNON BLANC



2010
SAUVIGNON BLANC
MARLBOROUGH NEW ZEALAND

SANCTUARY SAUVIGNON BLANC

AS A WINERY, WE OFFSET OUR UNAVOIDABLE CARBON EMISSIONS. NOW WE HAVE GONE ONE STEP FURTHER, COMMITTING TO MEASURING AND REDUCING THE ACTUAL CARBON FOOTPRINT FOR THIS WINE'S ENTIRE LIFECYCLE. ENJOY KNOWING YOU HAVE MADE AN ECO FRIENDLY CHOICE.

THIS IS A REFRESHING, BRIGHT, MARLBOROUGH SAUVIGNON BLANC SHOWING RIPE TROPICAL FRUIT, CLASSIC HERBAL NOTES AND A LONG DRY FINISH.

New Zealand Wine
Produced & bottled by
The New Zealand Wine Company Ltd
Waihopa Valley Rd, Marlborough
New Zealand

Imported by James Duxby Fine Wines
800 Teorak Rd, Hawthorn East
VIC 3123 Australia

13.5% vol.
Contains Approx. 8 Standard Drinks
Contains Sulphites
Fined with milk products,
traces may remain.
750ml



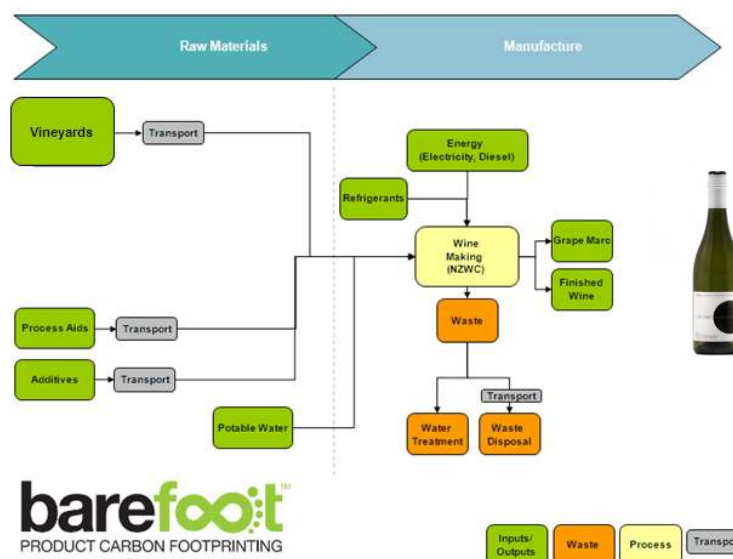
Why no footprint number on the logo?

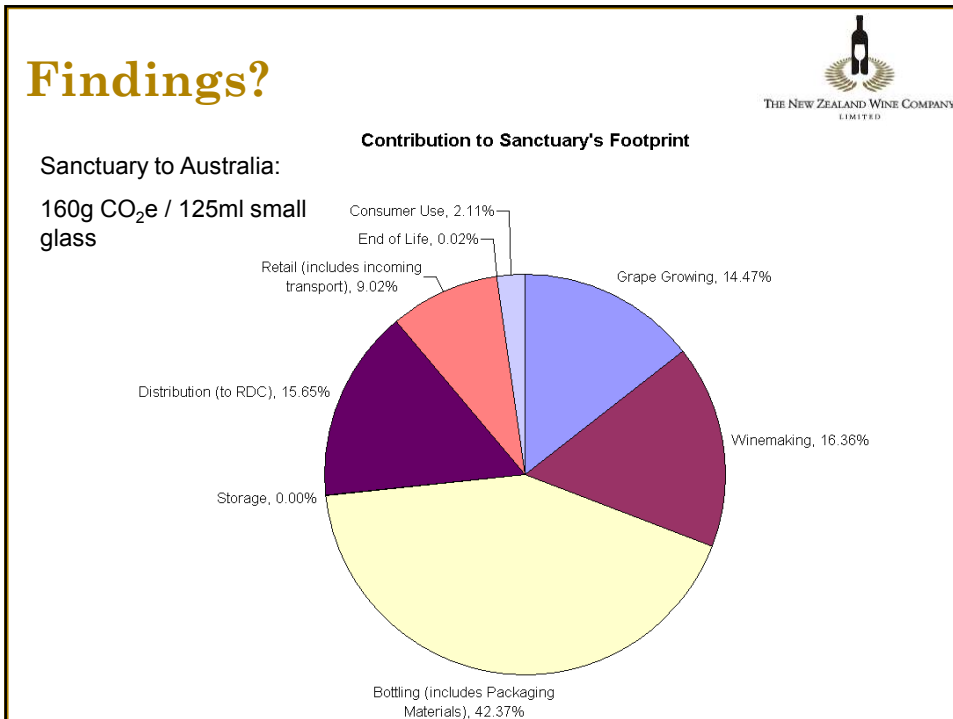
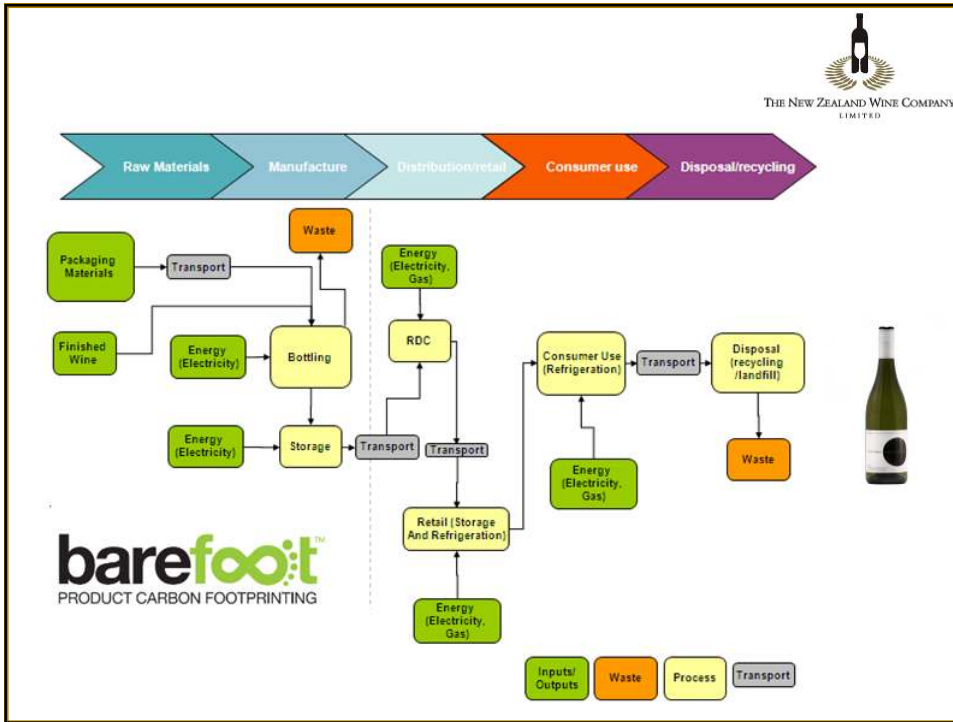


- Displaying emissions on logo is optional (footprint is available online)
- Without other wine products to compare, the figure is without context and potentially confusing to customers
- Coles agreed to review this approach as more wine products come on board, therefore enabling comparability.



What was involved in the assessment?





Opportunities?



- 70% of footprint outside of vineyard and winery influence
- Potential influence upstream v downstream?
- Biggest potential influence?



Thanks...



Thanks to Aura Sustainability for their professional consultancy services related to this project