



GRAHAM + FISK'S WINE-IN-A-CAN



SUSTAINABILITY

GRAHAM + FISK'S WINE-IN-A-CAN OFFERS A FAR MORE SUSTAINABLE ALTERNATIVE TO TRADITIONAL GLASS BOTTLES. NOT ONLY DO CANS CONTRIBUTE TO A GREENER FUTURE, BUT ARE ALSO THE PERFECT SERVING SIZE, REDUCING ANY POTENTIAL WASTE.

HOW WE DO OUR PART

ZERO-WASTE CERTIFIED WINEMAKING PROCESS

- WASTE REDUCTION AT EVERY STAGE FROM VINEYARD MANAGEMENT TO CANNING.
- EXAMPLES INCLUDE REDUCTIONS IN WATER USAGE, ENERGY CONSUMPTION AND PACKAGING WASTE.

SUSTAINABILITY ADVANTAGE

- CANNED WINE IS NEARLY HALF THE CARBON FOOTPRINT OF TRADITIONAL WINE BOTTLES.
- CANS ARE 33X LIGHTER THAN BOTTLES, WHICH MEANS MORE SUSTAINABLE TO SHIP AND DELIVER.
- ALUMINUM CANS REQUIRE LESS ENERGY TO REPURPOSE- 95% MORE EFFICIENT TO RECYCLE THAN GLASS.
- 75% OF ALL ALUMINUM EVER PRODUCED IS STILL IN USE TODAY.

PUTTING IT INTO PERSPECTIVE:

CASES OF BOTTLED WINE SHIPPED FROM THE SAME LOCATION IN CALIFORNIA TO LEVY HQ HAVE 165% LARGER CARBON FOOTPRINT THAN CANS

IMPORTED BOTTLED ROSÉ FOR SALE AT WRIGLEY FIELD HAS A 564% LARGER CARBON FOOTPRINT THAN GRAHAM+FISK'S ROSÉ



*CALCULATIONS WERE BASED ON 3 CANS = 1 BOTTLE EQUIVALENT LIQUID

GLASS BOTTLES VS ALUMINUM CANS

DUMPING A TON OF GLASS IN LANDFILL REQUIRES:

OVER 330X MORE ENERGY

OVER 340X MORE OIL

5X MORE SPACE

