



## **Revino Launches Groundbreaking End-to-End Refillable Glass Bottle Reuse System**

### *Revino Expected to Revolutionize Sustainability in the Wine Industry*

**Newberg, Ore., August 22, 2023** -- Revino, an innovative and environmentally conscious company, proudly announces the launch of its pioneering end-to-end refillable glass bottle reuse system. Built for the wine industry, in partnership with the wine industry, Revino redefines the way wineries and consumers engage with glass bottles, paving the way for a more sustainable future.

The United States is the only industrialized nation without refillable infrastructure, which is desperately needed as 16.2 billion glass food and beverage containers were shipped to US producers in 2022 alone. Glass bottle production is the most carbon-heavy element of the wine industry, with a single glass bottle generating an estimated 1.28 kg of CO<sub>2</sub>.

The heart of Revino's groundbreaking system lies in their RGBs (Returnable Glass Bottles), designed to be reused multiple times without compromising quality or integrity. Their bottles offer emissions reductions of up to 85% compared to single-use bottles and can be refilled up to 50 times, breaking even on carbon emissions after the third reuse.

Upon being received, the RGBs will undergo an advanced washing and label removal process. Revino is actively participating in the development of national and global standards for reuse systems and is committed to exceeding these standards with third party certification when available. This certification ensures a meticulously controlled quality washing process, providing bottles that are cleaner than new, a validation of their commitment to maintaining the highest standards of cleanliness and sustainability.

"Revino's vision is to revolutionize the wine industry by offering a seamless and environmentally friendly alternative to the conventional 'single-use' mindset. We are proud to introduce our end-to-end refillable glass bottle reuse system, addressing the pressing need for sustainability in the wine sector," states Keenan O'Hern, Co-Founder of Revino. "Our innovative RGBs will enable wineries to embrace circular economy principles, significantly reducing their carbon footprint and contributing to a healthier planet for future generations."

Revino's dedication to sustainability goes beyond just recycling glass bottles. Their RGBs are designed to repeat the sales and distribution process, mirroring the experience of new bottles while significantly reducing environmental impact. By providing a closed-loop system that keeps bottles in circulation, Revino supports the wine industry's drive towards lower emissions and a more circular and sustainable model.

Revino and the Oregon Beverage Recycling Cooperative (OBRC) are finalizing a partnership to use Oregon's existing de-

posit return infrastructure for beverage containers to serve as a return pathway for consumers to retrieve the bottles for washing and reuse, and credit consumers for their refund value. OBRC is the beverage industry steward of Oregon's Bottle Bill and operates the BottleDrop network, a convenient statewide system of redemption centers and bag drop-off sites to collect containers and credit consumers for their refund values.

"Oregon's first-in-the-nation Bottle Bill continues to have the highest redemption rate and the most convenient container return pathways in the nation," said Eric Chambers, VP of Strategy and Outreach at the Oregon Beverage Recycling Cooperative. "Consumers in Oregon are already familiar with our system, which gives us a lot of confidence we can help Revino get the bottles back to be reused."

OBRC's BottleDrop Refillables program has been working collaboratively with Revino since the inception of their wine bottle reuse scheme and is excited to see the program come to fruition within the local wine community.

Revino will purchase 2.4 million RGBs with the intention to supply more than 30 wineries with reusable bottles for their 2024 bottlings. Consumers will be able to identify the refillable bottle by its unique, elegant leaf-inspired design on the bottle and the word "REFILLABLE" embossed around the base. RGBs can be returned to one of Revino's partner wineries or return locations so they can be sorted and cleaned at the company's sanitation facility, set to be constructed in Q3 2024. Once sanitized, they will be returned to winery partners for reuse.

Revino is working in partnership with local and statewide legislators and NGO's to lower the barriers to the widespread adoption of glass bottle reuse. The business is also working side by side with the wine community, exemplified by more than 70 wineries contributing to the design for the refillable bottle mold. "There are so many supportive voices and imaginative minds in the wine industry, but they're all so busy with their own brands," notes Adam Rack, Co-Founder of Revino. "We've received repeated comments expressing gratitude for focusing on this issue and wondering why reuse isn't already a reality. Wineries and consumers see the feasibility and urgency to build a refillable system, but we get to be the catalyst to making it a reality."

Oregon's wine industry, known for its commitment to eco-conscious practices, welcomes the emergence of Revino and its pioneering approach to glass bottle recycling. Morgen McLaughlin, Executive Director of the Willamette Valley Wineries Association, highlighted the significance of Revino's presence in the region: "Revino's arrival will fill a crucial hole in Oregon's wine industry by introducing a sustainable solution for glass bottle reuse. Their commitment to excellence in washing processes and quality control ensures that wineries can embrace a new packaging option with confidence. We welcome Revino's impact to the Willamette Valley and beyond."

As a trailblazer in the wine industry's sustainability movement, Revino aims to facilitate a cultural shift, encouraging wineries and consumers alike to adopt refillable glass bottles as a practical and environmentally responsible choice. By joining hands with Revino, wineries can play an active role in preserving natural resources, reducing waste, and protecting the environment.

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**ABOUT REVINO:** Revino provides wine bottle reclamation and sanitation services to Oregon wine producers while building a robust local and sustainable glass supply network. Their process operates in an infinite loop starting with bottle manufacturing and distribution, moving to consumption and redemption, and ending with bottle sanitization and reuse. Through their revolutionary RGBs and certified quality washing processes, Revino empowers wineries to embrace sustainability and make a significant positive impact on the environment.

For media inquiries, please contact:  
Sarah Reid / PR for Revino  
[sarah@revinobottles.com](mailto:sarah@revinobottles.com)

