



How Quady North Defied the "Dry January" Slump and Built a 28% Return Rate via Reusable Glass.

1. THE BRAND: QUADY NORTH WINE

Quady North is a pioneer of Southern Oregon's Applegate Valley, known for its "Soil-Centric" approach to winemaking. Founded by Herb Quady, the brand focuses on Franc-style varietals and sustainable viticulture.

The Ethos: They aren't just winemakers; they are stewards of the land. However, like many premium wineries, they faced a paradox: they farmed sustainably, but packaging is primarily single-use glass—the single largest contributor to the facility's carbon footprint. They needed a packaging solution that matched their brand identity while drastically lowering CO2 output.

2. THE IMPLEMENTATION: STRATEGY & EXECUTION

Quady North didn't just put wine in a different bottle; they built an ecosystem of incentivized return.

- **The Vessel:** They transitioned a 150-case release into Revino reusable bottles—standardized, durable glass designed to be washed and refilled up to 20+ times.
- **The "Flywheel" Incentive:** They launched a \$1 in-house credit for *every* Revino bottle returned to the tasting room (regardless of which winery's label was on it). This turned Quady North into a regional "Return Hub."
- **The Strategic Timing:** Instead of launching a collection campaign during peak season, they launched during "Dry January." The reuse community involved had another reason to visit the tasting room during a month when most people are avoiding alcohol.
- **Omni-channel Push:** They utilized targeted email marketing and high-energy social media Reels to educate consumers on *how* to return, making the customer an active participant in the brand's mission.

3. HOW IT'S WORKING: THE GOOD & THE BAD

THE GOOD (The Wins)

- **Revenue Resilience:** While most wineries see a sales 'cliff' in January, Quady North saw a 50% YoY sales spike with a 'return your bottles' marketing campaign in January 2026. Through 'credits', for returned empties, they converted that foot traffic into sales.
- **The "Case-for-Case" Habit:** The data shows a shift in consumer psychology: customers no longer bring back one bottle; they bring back a full case of empties and immediately buy another full case of new wine. This automates the subscription model without the paperwork.
- **Viral Engagement:** Quady North social media content featuring reuse consistently outperforms standard posts, with the debut Revino reel reaching 2,400 impressions (4x the average). Sustainability isn't just "nice to have"—it is highly shareable content that lowers their customer acquisition cost (CAC)
- **High Retention & Sales Lift:** Quady's tasting room saw a 10% increase in traffic and an 11% increase in revenue, signaling high-quality lead acquisition. This data suggests that the "Revino customer" is a higher-value, more loyal lead than the average tourist.



THE BAD (The Growing Pains)

- **Logistics of Scale:** Recovering 42 cases (28%) from a 150-case run is an industry-leading start, but it can create a storage challenge. As the program scales to thousands of cases, the winery must manage the back-of-house space for dirty glass due to their rural location in Oregon's Applegate Valley, outside of the regular Revino pickup routes.
- **The "Education Gap":** While 28% returned their bottles, 72% did not. This indicates that while the "fans" are on board, there is still work to do to educate casual consumers not to put these bottles in the waste bin, but to bring them back to the winery. Notably, this region lacks curbside glass collections and convenient infrastructure; many customers are not accustomed to an alternative option for their glass packaging. This is a behavior shift we know will take time, and could be accelerated by continued education. Education efforts were clunky at first, but with time, staff and consumers became more comfortable and understanding of the system.
- **The Cleaning Loop:** Relying on an external washing infrastructure (Revino) means the winery's bottling schedule could be tied to the return-wash-reuse cycle, requiring tighter inventory management and communication with the supplier.

"My preoccupation with sustainable packaging began as a way to help save the planet. Now, it might be the thing that helps save the winery."

— HERB QUADY, OWNER

Quady North proved that sustainability isn't just an expense—it's a customer retention tool. By turning a bottle into a "deposit," they didn't just reduce CO₂; they guaranteed the next sale.

