



CASE STUDY: Grassroots Reuse with Tirriddis Sparkling Wines.

How an independent reuse program drives DTC engagement and tackles the heavy reality of sparkling wine packaging.

At Revino, our core mission is to build a scalable, standardized reusable glass ecosystem for the wine industry. However, the **#ReuseRevolution** is a collective movement, and we actively champion independent producers who take the initiative to develop their own reuse systems.

Tirriddis, a Washington-based producer dedicated to traditional method sparkling wines, is a prime example of grassroots circularity. By launching an independent bottle return and reuse program, the Tirriddis team has not only reduced their environmental footprint but also uncovered notable benefits for Direct-to-Consumer (DTC) engagement, brand loyalty, and storytelling.



The Challenge: The Heavy Reality of Sparkling Glass

In the wine industry, packaging is often the single largest contributor to a producer's carbon footprint. For sparkling wine producers, this challenge is magnified. While a common still wine bottle weighs between 397g and 550g, sparkling wine bottles typically weigh 800g to 900g or more. This extra thickness is required to safely contain and transport method traditional wines with immense pressures up to 100 psi (5–7 atm).

Because of this necessary weight, the carbon cost of manufacturing and transporting single-use sparkling wine bottles is exceptionally high. Furthermore, in the Tri-Cities/Hanford area where Tirriddis operates, local recycling options are nonexistent or limited to 1–2 paid options. For Tirriddis, bottle reuse was an environmental necessity, an opportunity to solve a local infrastructure problem and a potential cost savings to the brand.

Program Overview & Scale

Despite operating without financial incentives for consumer returns, Tirriddis has achieved impressive participation rates, proving that consumers are hungry for purpose-driven packaging solutions.

Metric	Performance Data
Total Bottles Reused	4,608 bottles (384 total cases)
Distribution Breakdown	86 cases in market; 42 cases for distribution; 256 cases for private release
Consumer Return Rate	15.4% (with zero financial incentive provided)
Effective Yield (Post-Sort)	9.17% of total bottles successfully integrated back into the program
Primary Return Channel	90% of returns occur on-site during wine club parties



Technical Operations: Executing an Independent Reuse Program

Managing a reuse program without a standardized ecosystem requires immense dedication, particularly when ensuring safety under pressure.

- **Sorting & Mold Management:** Consumers are well-intentioned, but aren't knowledgeable in small design variations. Because Tirriddis receives various molds back from customers, they hand-sort all bottles at the point of return. Incorrect molds are collected and sent to the local recycler (who transports them to Portland, OR for recycling), while correct molds enter the washing pipeline.
- **The Label Bottleneck:** Currently, Tirriddis individually peels off labels using a scraper and hot water. They note this is the most time-consuming phase of their operation—a common hurdle for independent programs that highlights the industry's need for additional high-performance wash-off label adhesive and paper combinations.
- **Quality Assurance & Pressure Safety:** Reusing glass for traditional method sparkling wine requires significant QA. Tirriddis tracks bottle lifecycles via a small, physical glass etching, currently seeing second-return bottles go back for reuse.
 - **Pre-Bottling:** Bottles undergo a triple hot-water rinse and air dry, followed by optical sorting and ATP swab testing to verify sanitation level.
 - **Tirage & Disgorging:** Bottles are gas sparged during tirage. After disgorging, the bottles undergo limited pressure testing, quality control, and a final exterior wash.



Market Response & DTC Brand Building

1. Driving Foot Traffic and Retention

In modern wine sales, a robust Direct-to-Consumer (DTC) channel is vital for healthy margins. Tirriddis experiences the highest volume of bottle returns during their wine club events. A return program inherently requires the customer to come back to the tasting room. This creates a natural, recurring touchpoint that "gets them back in the door," driving repeat purchases and deepening the producer-consumer relationship.

2. Purpose-Driven Purchasing

Gen Z and Millennial demographics are shifting the market by purchasing with intention—they want to buy into a brand's mission and ethos. By simply explaining that returning bottles reduces the winery's carbon footprint, Tirriddis has seen almost exclusively enthusiastic responses to their reuse program. Their 15.4% return rate, without a monetary deposit or discount to incentivize the behavior, proves that the act of participation is often its own reward for the modern consumer.

This may seem low in comparison to deposit return systems, but this the return rate for a single brand shipping their bottles statewide, with a long distance between the winery and the primary population center of Seattle.

3. Amplifying Local Storytelling

Because recycling options in their region are sparse and require paid drop-offs, Tirriddis uses their reuse program to bring awareness to local waste management issues. By partnering with local recyclers like Y.E.S., they position themselves not just as a winery, but as a community advocate.

"Our local recycling options are limited, so we like to bring awareness to this issue as much as we can..." — The Tirriddis Team



The Revino Perspective: Why Independent Reuse Matters

While the environmental wins of bottle reuse are clear, the Tirriddis case study perfectly illustrates Revino's broader philosophy: **reuse builds stronger, more resilient brands and loyal customers.**

Operating outside of a standardized program like Revino's requires heavy lifting—literally and figuratively. Hand-scraping standard adhesive labels and sorting mixed bottle molds by eye is incredibly labor-intensive. Yet, Tirriddis's continued success further proves the case for building reuse into the core of a business model. By embracing reuse, they have insulated themselves against glass supply chain volatility, created a compelling narrative that resonates with values-driven buyers, and built a built-in mechanism to drive tasting room traffic.

Tirriddis is paving the way for a new generation of Washington sparkling winemakers, proving that even the heaviest bottles can carry the lightest footprint when a brand is committed to purpose.