



CASE STUDY: Closing the Loop with Brooks Wine.

How Transitioning to a Standardized Reuse System Drives Measurable Impact and Cost Savings to a B Corp Pioneer.

At Revino, our mission has always been to turn the concept of a circular economy into a real-world reality. While we actively champion independent grassroots programs, unlocking scalable, industry-wide impact requires standardized infrastructure. True industry change requires real collaboration, and we are incredibly proud to partner with organizations that aren't afraid to innovate.

As a certified B Corp, Oregon-based Brooks Wine is continually seeking genuine, measurable ways to reduce their environmental footprint. By partnering with Revino to pilot our standardized reusable bottle ecosystem, Brooks has successfully completed their first full reuse cycle—proving that embracing reusable packaging is not just a win for the planet, but a highly cost-competitive advantage for the winery's bottom line.



The Challenge: The True Cost of Single-Use Glass

In the wine industry, packaging and single-use glass often represent the single largest contributor to a producer's carbon emissions. For sustainability-minded producers like Brooks, finding an alternative is an environmental necessity. However, when evaluating a shift to a circular supply chain, the transition should also make economic sense. Wineries are frequently burdened by the volatile pricing of single-use glass—with standard cases costing between \$ 10.00 and \$ 13.00, plus fluctuating delivery and pallet charges and repeatedly disrupted transit routes. The challenge was to implement a reuse system that reduced emissions without increasing operational friction or Cost of Goods Sold (COGS).

Program Overview & Scale

By tapping into Revino’s Community Wash Hub and standardized bottle ecosystem, Brooks incentivized its community to return glass, creating a closed-loop system that drives down packaging costs with a quick turnaround.

Metric	Performance Data (as of June ‘26)
Total Bottles Returned	1,560 bottles (130 total cases)
Bottles Washed & Delivered	1,344 bottles (112 cases) for June ‘26 bottling
Cost of New Single-Use Glass	\$12.00/case (plus delivery charges)
Cost of Revino Washed Glass	\$11.00/case (with delivery)
Effective COGS (Post-Credit)	\$9.96/case
Consumer Incentive	“Green Points” – financial rewards for purchases at Brooks with each Revino bottle returned
Return Credits Earned by Brooks	\$116.16 (with palletized returns and cased returns)



Technical Operations: Seamless Integration at High Speeds

Unlike independent reuse programs that require labor-intensive hand-washing, label scraping, and sorting of multiple bottle types, Brooks utilizes Revino's standardized ecosystem to eliminate operational friction.

- **The Bottling Line Run:** In June 2026, Revino delivered a full batch of 1,344 pristine, food-safe, and fully sanitized bottles to the Brooks facility. Revino Co-founder and COO Adam Rack was on-site to watch the reusable glass run flawlessly down the high-speed bottling line, bottling on average 250 cases per hour.
- **Standardized Efficiency:** Seeing this vision transition seamlessly into fast-moving, standard winery operations shows that reuse doesn't have to compromise production speed or quality assurance.



Market Response & DTC Brand Building

Brooks successfully turned bottle returns into an engine for consumer engagement by pairing on-site incentives with clear, multi-channel education.

- **Incentivizing the Loop:** To drive tasting room returns, Brooks integrated Revino glass into their wine club loyalty program. Members earn "Green Points" for returning empty bottles, gamifying sustainability and creating a recurring touchpoint that brings customers back through the door.
- **Purpose-Driven Participation:** As a certified B Corp, Brooks builds community and customer loyalty through values-driven operations and thorough integration of reuse and sustainability throughout their program, from food sourcing to free native seed packages from their garden. This all speaks to an inherently values-driven audience. Non-members actively return glass without financial incentives, proving that modern consumers willingly participate in circular packaging when given an accessible pathway.
- **Omnichannel Ecosystem Messaging:** Brooks embedded the reuse story directly into their brand footprint. In the tasting room, Revino bottles and co-branded marketing assets are prominently displayed alongside dedicated callouts on their tasting room menus. Beyond the estate, Brooks educated their broader network by featuring Revino in wine club communications, collaborative social campaigns, and earned media coverage.

"We have had an amazing response from our members and customers about the Revino bottles. They love how the refillability aligns with Brooks' values around reducing environmental impact. Many of our members and customers are purpose-driven in their sustainability choices, and that is one reason they chose Brooks as their wine of choice. Our partnership with Revino reinforces that connection for us with our mission and strengthens the connection we have with our customers and members." — *Jen Cossey, Brooks Wine*



The Revino Perspective: A Closed Loop & the Foundation for Network Scale

The Brooks case study proves that bottle reuse delivers quick results when supported by dedicated infrastructure and active consumer education. By adopting a standardized bottle, Brooks insulated its business from single-use supply chain volatility while avoiding the labor and operational burden of washing or processing in-house.

Most importantly, the unit economics prove out. By taking an active role in consumer education, they saw significant returns in their first year, enabling them to collect empty Revino bottles in full-pallet configurations and boost their return rebate from Revino.

Brooks earned Revino's \$0.12/bottle return credit. This dropped their landed packaging COGS to \$9.96 per case on their very first loop. With 6% of Brooks' red wine portfolio currently bottled in Revino glass, both teams are actively preparing to expand that volume as new bottle formats roll out.

Closing this first loop—taking glass from bottling to consumer, through collection and industrial wash, and back onto the line—proves the system works. But a single loop is just the foundation. Reuse relies on a network-effect economy: every bottle in circulation amplifies the return for every winery involved.



- **Network Density Drives Unit Economics:** As adoption expands and order volumes rise, higher washing and logistics density lowers operating costs—directly reducing per-case rates for every participating winery.
- **Supply Chain Resilience:** Regional glass circulation buffers local wineries against global supply chain shocks, container shortages, and unpredictable freight spikes. Revino glass is made domestically, supporting local glass manufacturers rather than imports, which have the same negative impact on supply chains.
- **Frictionless Adoption:** Standardized glass allows producers to achieve meaningful carbon reductions without taking on the operational burden of sorting, scraping, or manual washing. It's the most impactful way for a winery producer to lower their carbon footprint throughout the entire winemaking process.

As more producers cycle their glass through Revino, the loop becomes tighter, more cost-effective, and more impactful for the entire industry.

Next time you pour a glass of Brooks wine, look for the Revino leaf or "REFILLABLE" embossing on the bottle. You aren't just holding a container—you're holding a new standard for packaging.

