



NATURE-FRIENDLY FACELIFT

OLD BRANDS UNPLUG JUGS, BACK BOXES.

It's the end of an era, albeit one many people won't miss: Almaden and Inglenook, those two stalwarts of jug wines, will no longer package wine in the big glass bottles.

Citing concerns over the environment, the brand's owner, San Francisco-based The Wine Group, announced that their wines will immediately move to Bag-in-Box, or BIB, packaging.

The Wine Group CEO David Kent says the company, which purchased Inglenook and Almaden earlier this year from Constellation Brands for \$134 million, took the step "because the volume of these two brands combined account[s] for ten million cases of production [and] the positive impact to the environment from making the shift to BIB packages will be huge."

According to Better Wines, Better World, a trade group of wineries that have switched to BIB packaging, bag-in-box packaging results in a 55% smaller carbon footprint and 85% less landfill waste than traditional glass bottles.

Almaden, founded in 1852, and Inglenook, which began in 1879, both have long used 3L and 4L glass jugs. The Wine Group did not state if the change to new packaging will save them money, but it's likely that the lower weight of BIBs will result in reduced shipping costs for The Wine Group, which was the nation's third-biggest wine company in 2007, according to *winebusiness.com*.

-STEVE HEIMOFF



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