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California's First Winery, Almaden Vineyards Offers An Elegant Way to Reduce Your Carbon Footprint

San Francisco, CA (February 24, 2009): Almaden Vineyards announces a new environmentally friendly package that honors the iconic brand's many contributions to the California wine industry. "With honor and respect to Almaden Vineyards' heritage, our new package showcases the quality found in the 5-liter Wine-Tap," said Laurie Lewis Jones, spokesperson, The Wine Group.

Created in 1852, the year the icebox was invented, Almaden Vineyards historical emphasis on quality and innovation has cast the brand as an industry trendsetter. Fast forward to now, a time when recent research reveals consumer concerns about cost and environment to be at an all time high, Almaden has jettisoned the heavy glass jugs for more carbon efficient BIB (Bag-in-Box) packaging. Industry studies show that BIB packaging has 85% less packaging waste and a 55% smaller carbon footprint than comparable glass packaging.



Initial consumer response has been outstanding. "Consumers and the industry applaud their move to more carbon-efficient BIB packaging," said Jon Fredrikson, wine industry consultant. "Almaden is a classic brand that is part of many people's first wine experience, and the BIB format is growing as consumers discover its many advantages," continued Fredrikson. "Additional consumer benefits include cutting their carbon footprint in products purchased, increased product life, (BIBs stay fresh for at least six weeks once opened allowing consumers to enjoy as much or as little wine as they choose) and cost-conscious consumers get more bang for their buck," stated Fredrikson.

The Wine Group, LLC is a San Francisco based privately held company that produces such well-known brands as Franzia, Concannon, Big House, Glen Ellen, Corbett Canyon, Inglenook, Foxhorn, Fish Eye and Mogen David. Founded in 1981, by a management buyout of the wine assets of The Coca Cola Bottling company of New York, The Wine Group is now the world's third largest wine producer by volume and the world's most cost and carbon efficient vintner.

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