

New packaging guide for the wine industry

**The wine industry's climate action network THE PORTO PROTOCOL FOUNDATION presents its 'Unpacking Wine Guide'. A guide for wine producers and stakeholders on how to use packaging in a way that conserves resources.**

Vienna, 13 December 2024

The Porto Protocol Foundation, founded by Taylor's Port in 2018, is a global hub for climate solutions that fosters collaborative sharing in the wine industry. Since then, over 250 members – including wineries, retailers, press representatives and educational institutions from around the world – have joined forces to share experiences and strategies. The network has now published the 240–page online guide 'Unpacking Wine: A Practical Resource to Rethink (wine) Packaging'. This is intended to encourage wine producers and stakeholders to rethink packaging concepts. The guide seeks to support the industry in saving resources, energy, water and therefore money, reducing CO<sub>2</sub> emissions and thus contributing to a more sustainable wine industry. "Thank goodness the Porto Protocol team has taken the trouble to hack through the jungle to provide truly useful packaging guidance to wine producers, importers, exporters, retailers, and wholesalers," says Master of Wine Jancis Robinson.

The book, with a foreword by her and Adrian Bridge, CEO of Taylor's Port and Porto Protocol, was presented at a press conference in mid-December. Jancis Robinson once again argued in favour of lighter wine bottles, which Arthur Erdem, an expert in packaging and the circular economy, also believed to offer the best long-term value. Bag-in-box packaging is also on the rise and is gaining increasing acceptance among customers, according to Simon Mason from British wine merchant The Wine Society. Further contributions came from Valentina Lira (Concha y Toro), Géraldine Dubois (Domaine La Tête) and Anne Bousquet (Bodega Domaine Bousquet). The 'Unpacking Wine Guide' covers the topics of primary, secondary and tertiary wine packaging in relation to raw materials, life cycle, indirect water consumption, CO<sub>2</sub> emissions, biodiversity and waste avoidance. It provides actionable and practical steps, data, field reports, consumer trends and tools. The 'Unpacking Wine Guide' can be purchased via the Porto Protocol website at [portoprotocol.com/product/unpacking-wine-guide](https://portoprotocol.com/product/unpacking-wine-guide) at an

introductory price of 14.99 euros until 31 December 2024, afterwards of 19,99 euros. The guide is available free of charge for universities, schools, journalists and members.

### **Unpacking Wine – the contents on 240 pages in detail**

- Beyond Carbon: Outlines key environmental factors like water usage, biodiversity, and circularity.
- Beyond Containers: Examines packaging at all levels—primary, secondary, and tertiary, from bottles to shrink wrap.
- Beyond Packaging: Looks at raw materials, assessing everything from sourcing to end-of-life in a zero-waste hierarchy.
- Actionable Steps: Provides readers with clear, actionable steps for every option explored.
- Real Insights from Producers: Features real-life testimonials balanced with data-driven insights, offering practical perspectives.
- No Perfect Solutions: Equips readers with the tools to weigh trade-offs and choose what works best for their unique needs.
- Permission to Innovate: Offers practical advice and creative ideas to empower producers to break the mold.
- Calls to Action – Invites its readers to commit to change to several of the options explored and share them with the Porto Protocol community
- Consumers, market, packaging, and legislation trends

**Team and partners.** The Unpacking Wine Guide was produced by the Porto Protocol team with input from industry leaders, academics, and practitioners. Contributors include Rowena Curlewis (Denomination), Dr. Armando Corsi University of Adelaide), Arthur Erdem (IPEF), Professor Rainer Jung (Geisenheim University), Melissa Saunders MW (Communal Brands), and others. It was crafted in partnership with OMDESIGN and made possible by Taylor's Port, with support from Lanchester Wines and Wines of Portugal.

**The Porto Protocol Foundation** was founded by Taylor's Port in 2018 with the aim of accelerating climate protection in the wine world. To this end, the network provides solutions and practical exchange. Head Manager Marta Mendonça and Head of Projects Cristina Crava lead the network, which now has over 250 members from all over the world. Through initiatives such as the 'Unpacking Wine Guide', the Porto Protocol empowers the industry to take the lead when it comes to sustainability. Sponsoring partners are welcome. [www.portoprotocol.com](http://www.portoprotocol.com)

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**THE PORTO PROTOCOL FOUNDATION**

Vila Nova de Gaia, Portugal

Contact: Marta Mendonça

Tel. +351 932 160 185, Email [marta.mendonca@portoprotocol.com](mailto:marta.mendonca@portoprotocol.com)  
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Price: 19,99 euros

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Free for Porto Protocol community, Academia, Press, and Students.

**Free copy for press members**Please send an email with the subject „Request for a free copy“ to [info@portoprotocol.com](mailto:info@portoprotocol.com)**Press conference & presentation, 12 December 2024**Review under this link: <https://youtube.com/live/KpoZQN8kcoc>**Further enquiry**

Sylvia Petz | DACH region representative of the Porto Protocol

Agency for organised enjoyment

Gumpendorfer Strasse 16/8, 1060 Vienna, [sylvia-petz.at](mailto:sylvia-petz.at)Email: [sp@sylvia-petz.at](mailto:sp@sylvia-petz.at), Tel. +43 699 1100 8040

Marta Mendonça | The Porto Protocol Foundation

Email: [marta.mendonca@portoprotocol.com](mailto:marta.mendonca@portoprotocol.com), Tel. +351 932 160 185