

Respect the Land, Love the Wine: Stories of Choice.

Looking Back

🍷 At our Sonoma winery, we have reduced the number of inbound and outbound trucks by **25%** since 2008. We did this by consolidating the amount of products and materials we load onto trucks, which means fewer trips and therefore lower carbon emissions.

🍷 We reduced our energy use at our Sonoma winery by **9%** from 2008 to 2011, saving more than **700,000** kilowatts of electricity. That's equal to the energy use of about 70 homes over the course of a year.

🍷 We have preserved **838 acres** of plantable land at Frei Ranch, out of 1,720 total acres. One of our oldest traditions is our ["50/50 Give Back"](#) plan. For every acre of land planted in our Sonoma County vineyards, we set aside another acre to be preserved as natural wildlife habitat. In addition to the simple human pleasure of sharing our ranch with wild birds and animals, we benefit from the reduced soil erosion and improved irrigation that comes with preserving land in its natural state.

🍷 In 2003, we moved—rather than cut down—[21 old redwood trees](#) when the winery was growing and needed more space. We could have cut them down; that was the obvious answer, not to mention the quickest and cheapest. But it wouldn't have been right. So we hired a specialist and transplanted each tree, one at a time, 50 yards from where they once stood. It was expensive and time consuming. But now we have a better facility to craft our wonderful wine and we still have those beautiful trees.

🍷 We now **reuse 80% of the water** used to operate the bottling line, which limits our need to draw on the local watershed. This saves 315,000 gallons of water per year. And we reduced overall water usage at our Sonoma winery by **24%** in 2011. This saves 6 million gallons of water each year.

Looking Forward

🍷 From now on, the paper stock used for our bottle labels will consist of **100% post-consumer recycled materials** and will be manufactured by an environmentally conscious company using a carbon neutral process and 100% renewable electricity. The paper, inks, and decorative foils used on our labels are all now recyclable.

🍷 All of our shipping cartons will be printed with **soy inks**, which are inks derived from a plant—a renewable resource.

🔗 We have set a goal of reducing the weight of our bottles by at least **15%** by the end of 2012, which will save more than **519,000** pounds of glass annually. Every pound counts when it comes to reducing the carbon emissions associated with producing the glass and in transport.

🔗 We are changing our corks to the same type used in Champagne bottles. This reduces the amount of scrap produced when making corks because the cork maker can use all the bark that was harvested. Traditional corks use only part of the bark. The new corks will also allow the wine's flavor to develop free of any influence from the cork itself, making them **100%** neutral.

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