



Another step in our path towards sustainability

San Pedro implements light bottles

September of 2009. - San Pedro has taken a new step confirming its commitment to sustainable production, launching this month the implementation of lightweight bottles for two of its main export brands.

The Ecoglass bottles from Cristalchile, which San Pedro is launching for its brands Castillo de Molina (in its varieties Shiraz, Pinot Noir, Sauvignon Blanc and Chardonnay) and 35° South Reserva, are around 14% lighter (weighing 390gr or 420gr, as opposed to conventional ones of 460gr or 490gr).

San Pedro's goal with this is twofold, firstly to help reduce the amount of glass and emissions, and secondly, to strike a balance between consumer market needs and environmental protection.

The use of cutting edge technology enables a uniform distribution of glass, what resulted in a diminution of raw material needed and the bottles' weight, but displaying the same aesthetical and practical characteristics, this is, its attractiveness, design and resistance. Visible differences are almost imperceptible.

This change also helps with the worldwide trend among retailers, to reduce the volume of packaging derived waste. Another bonus is that lighter bottles lead to importers increasing the number of cases in containers, which in turn decreases carbon emissions both, in terms of production and transportation.

We are very glad to share this change with you, because it shows that starting from millimeters and grams you can generate a great difference and a great improvement for our world.

We hope you enjoy this news and help communicating them.
More sustainable news from San Pedro will be coming soon.

