



Wolf Blass Green Label Key Facts

What is Wolf Blass Green Label?

Wolf Blass Green Label wines come in a lightweight recyclable plastic (PET) bottle designed to make less impact on the environment by producing 29% less greenhouse gas emissions* while still delivering the same quality, taste and consistency as Wolf Blass wines in glass. The significant saving in greenhouse gas emissions generated during production and transport arise from the 36% lighter overall product weight in PET*.

* Compared to a 750ml glass wine bottle

What wines are in the Wolf Blass Green Label range?

The new Green Label wines include a Crisp Dry White 2008 and Cabernet Shiraz 2008. These wines are crafted in fruit-forward style ready to drink on release and sealed with a screw cap to ensure its freshness and deliver the classic taste of Wolf Blass wine at its peak.

* Compared to a 750ml glass wine bottle

What is (PET) plastic?

PET (polyethylene terephthalate) is a food standard graded plastic bottle. Its chemical inertness plus other physical properties makes it suitable for use across a wide range of food and beverage packaging, with no impact to the taste or quality of the wine. Based on the Plastics Identification Code, Green Label's PET packaging is a plastics code 1, which is the most recyclable form of plastic. PET is often recycled into food grade packaging, clothing, geo-textiles, laminated sheets, carpet fibres and bottles.

What is the recommended retail pricing of Wolf Blass Green Label? The recommended retail price is \$16.99

When will Wolf Blass Green Label be available? From 1st May 2009

Who are the winemakers of Green Label wines?

The Wolf Blass winemaking team under the leadership of Chris Hatcher (Chief Winemaker)

What are greenhouse gas emissions?

The most abundant greenhouse gases are carbon dioxide, methane and nitrous oxide. These gases act as a blanket around the earth and help absorb the infrared radiation given off by the warm surface of the earth. This phenomenon is termed the Greenhouse Effect. However, an increase in these atmospheric gases has been linked to a rise in average global temperatures, resulting in climate change.

What is the core benefit of Wolf Blass Green Label?

Wolf Blass Green Label is packaged in a lightweight recyclable plastic (PET) bottle, which produces 29% less greenhouse gas emissions* over the entire life cycle of the product.

*Compared to a 750ml glass bottle.

What are the additional benefits of Wolf Blass Green Label?

- The overall product weight of Wolf Blass Green Label in PET is 36% lighter compared to the same wine in the most commonly used industry standard 750ml glass wine bottle; significantly saving on greenhouse gas emissions generated during production and transport.
- PET is 100% recyclable and 100% shatterproof, meaning no risk of broken glass and making it an ideal alternative for outdoor and event occasions, where glass is unsuitable and a more practical alternative is required.
- The 36% weight reduction of the total product makes it also easier to transport, handle and pour.
- The empty PET bottle can easily be crushed and folded to minimize household waste.
- Due to the thinner walls of PET the wines chill faster.
- Wolf Blass Green Label in PET delivers the same quality, taste and consistency as Wolf Blass wine in glass.



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What other environmental benefits exist with Wolf Blass Green Label?

Wolf Blass has adopted a sustainable approach throughout the production and packaging of Green Label. PET bottles are 100% recyclable. Additional processes providing environmental benefits include the use of Enviro Labels™ which use 100% recycled and 100% recyclable materials, alcohol free printing processes, gold inks rather than gold foil reducing excess waste plus 100% recycled and recyclable cartons.

How much lighter in weight is Wolf Blass Green Label?

A Wolf Blass Green Label 6 pack is 2.5kg lighter in weight compared to a 750ml glass bottle 6 pack**

**Compared to a 6 x 750ml glass bottle pack of Wolf Blass Red Label Cabernet Merlot

What do Wolf Blass Green Label wines taste like?

The Wolf Blass Green Label Crisp Dry White and Green Label Cabernet Shiraz wines are a fruit-forward style ready to drink on release, and sealed with a screw cap to ensure their fresh taste. Wolf Blass Green Label in PET delivers the same quality, taste and consistency as Wolf Blass wines in glass. The PET bottle employs a Diamond Clear barrier technology (oxygen scavenger), which is the latest advanced technology in this field that protects the flavour, aroma and colour of the wine for up to 12 months and has a long history of use in the food industry.

Do Wolf Blass Green Label wines have a best before date?

Wolf Blass Green Label wines in PET have a best before date of 12 months which is laser etched onto the bottle, indicating they should therefore be consumed while young and fresh. The wines are crafted in a fruit-forward style ready to drink on release, so we recommend these wines are enjoyed within this period. The introduction of Green Label in PET is about providing an alternate packaging choice with a lower greenhouse footprint and a wine for more immediate consumption within 12 months.

Is Wolf Blass Green Label also available in glass? No, the same wine is not available in glass

Where are the PET bottles for Green Label made?

The PET wine bottle for Green Label is manufactured by VIP Packaging in Scoresby, Victoria. VIP Packaging is the leading plastic packaging solutions provider in Australia, delivering innovative technologies and sustainable outcomes for our customers.

When did Wolf Blass first start using PET in Australia in 750ml with an environmental substantiation?

Wolf Blass Green Label in Australia is the first product within the Wolf Blass portfolio to have undergone a full product Life Cycle Assessment to quantify the comparative 29% reduction in greenhouse gas emissions. As such Green Label for the Australian market is the first wine within the Wolf Blass portfolio to communicate a 29% reduction in greenhouse gas emissions.*

*Compared to a 750ml glass bottle

What is a Life Cycle Assessment (LCA)?

A Life Cycle Assessment (LCA) quantifies the cumulative environmental impacts from all product stages including raw material acquisition and processing, product manufacturing, distribution, use, disposal and recycling. The results of Greenhouse Gas Life Cycle Assessment (LCA) for Wolf Blass Green Label in PET determined that it produces 29% less greenhouse gas emissions*. The LCA conducted for Wolf Blass Green Label included total greenhouse gas emissions generated across the Green Label production process from grape growing, winemaking, wine packaging and bottling, product use, disposal and recycling.

*Compared to a 750ml glass bottle

How can Wolf Blass substantiate the 29% less Greenhouse Gas Emission claim?

Wolf Blass engaged Net Balance (a leading sustainability consultancy) to conduct an extensive Greenhouse Gas Life Cycle Assessment (LCA), calculating the total greenhouse gas (GHG) emissions generated across all

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phases of the Wolf Blass Green Label production process. The assessment compared GHG emissions generated from a 750mL 51g PET bottle versus a 515g commonly used industry standard glass bottle. The LCA was independently verified by Energetics as an external third-party. The LCA was conducted in accordance with the current Australian Standards for Life Cycle Assessment in the ISO 14040 series.

What is Wolf Blass' position towards environmental issues?

The launch of Wolf Blass Green Label is about taking a more sustainable approach and providing an alternate packaging choice for consumers with a lower greenhouse footprint. The introduction of Wolf Blass Green Label is an initial step in a larger exploratory journey for the Wolf Blass brand and if the results of this innovation project are successful, opportunities may be reviewed in the future from an overall brand perspective.

*** For further details on company initiatives you can refer to the full Foster's Sustainability Report as listed on the Foster's company website or discuss these details with Foster's Sustainability Manager Scott Delzoppo.

Is Wolf Blass Green Label following the 'green' marketing drive?

Wolf Blass Green Label has had to go through a detailed assessment process across the full life cycle of this product to be able to substantiate these claims. The campaign is not about Wolf Blass going 'green' or marketing itself as green; it is about the brand taking a more sustainable approach and providing an alternate packaging choice for consumers with a lower greenhouse footprint.

What proportion of PET is recyclable?

PET bottles are 100% recyclable. Based on the Plastics Identification Code, Green Label's PET packaging is a plastics code 1, which is the most recyclable form of plastic. PET is often recycled into food grade packaging, clothing, geo-textiles, laminated sheets and carpet fibres.