



---

**MEDIA ALERT**

**EMBARGOED TO 4TH MAY 2009**

---

**Wolf Blass launches New Wine Bottle Innovation  
with 29% less Greenhouse Gas Emissions\***

---

In an Australian first, Wolf Blass has released its latest range of wines producing 29% less greenhouse gas emissions (GHG)\*. The new Wolf Blass Green Label wines come in a lightweight recyclable plastic bottle (PET) designed to make less impact on the environment, while still delivering the same quality, taste and consistency as Wolf Blass wines in glass.

A core feature contributing to Green Label's lower carbon footprint is it's 36% lighter in weight\*. This lighter weight is predominantly from a 90% weight reduction of the 51g PET bottle used for Green Label compared to the industry standard glass bottle; thus saving on GHG emissions generated during production and transport. The Green Label packaging also uses 100% recycled and 100% recyclable materials in the Enviro Labels™, alcohol-free printing processes, gold inks rather than gold foil, plus 100% recycled cartons.

Further to reducing GHG emissions, the 36% lighter in weight Green Label bottle\* makes it easier to transport, handle and pour. The packaging is 100% recyclable and shatterproof, meaning no risk of broken glass and the empty bottles can easily be crushed and folded to minimise household waste.

"The introduction of Green Label is in response to today's more conscious consumer, interested to do their bit for the environment, whilst seeking the reassurance from a trusted brand", said Oliver Horn, Global Brand Director Wolf Blass.

Green Label is at the forefront of insight-led wine bottle innovations in the Australian wine industry. To our knowledge Wolf Blass is currently the only brand able to substantiate its claim of a reduction in GHG emissions due to the completion of a full product Life Cycle Assessment (LCA). The LCA calculated the cumulative environmental impacts from all product stages of Green Label and was further independently verified by Energetics as an external third-party

"Our insights show 96% of consumers today claim they'd like brands to show them how they are helping climate change and the environment (STW Group Ltd, Climate Change 2007) and we see Green Label as an ideal solution for a more sustainable alternative packaging choice presenting a lower greenhouse footprint".

The food standard PET wine bottle employs a leading edge barrier technology that protects the flavour, aroma and colour of the wine for up to 12 months. Available as a Crisp Dry White and Cabernet Shiraz, the Wolf Blass Green Label wines are crafted in a fruit-forward style ready for enjoyment on release.

Green Label is an initial step in a larger exploratory journey for Wolf Blass and the results of this innovation will continually be reviewed in the future from an overall portfolio perspective.

\*Compared to a 750ml glass bottle.

**Why Green Label?**

- Green Label produces 29% less greenhouse gas emissions over the entire life cycle of the product.\*
- 36% lighter,\* saving on GHG emissions generated during production and transport plus making it more convenient
- 100% recyclable & shatterproof
- Delivers the same quality, taste and consistency as Wolf Blass wines in glass.

Wines: Wolf Blass Green Label Crisp Dry White 2008 & Wolf Blass Green Label Cabernet Shiraz 2008,

Recommended Retail Pricing: \$16.99

Available: 1<sup>st</sup> May 2009

Microsite available 5<sup>th</sup> May 2009: [www.wolfblassgreenlabel.com](http://www.wolfblassgreenlabel.com)

**For further information, stockists, samples or images please contact:**

Emily White, Wolf Blass Brand Communications Manager. Phone: +61 3 8626 3419, Email: [emily.white@fostersgroup.com](mailto:emily.white@fostersgroup.com)

---

[www.wolfblassgreenlabel.com](http://www.wolfblassgreenlabel.com)

WOLF BLASS · AUSTRALIAN WINE AT ITS PEAK

