


BREAKING NEWS: Murdoch hearing suspended after Rupert Murdoch attacked in UK parliament; man held by police

ARTICLE

Lighter, greener plastic wine bottles gain favor

 Recommend

 You recommend **Lighter, greener plastic wine bottles gain favor.** · [Add Comment](#) · [Admin](#)
[Page](#) · [Insights](#) · [Error](#)

By [Leslie Gevirtz](#)

NEW YORK | Tue Jun 28, 2011 6:37am EDT

(Reuters Life!) - Wine producers from New Zealand, the United States and even [France](#) are switching from glass to plastic wine bottles, saying they are lighter, good for the environment and not bad for the wine.

The PET, polyethylene terephthalate, bottles are 100 percent recyclable, unbreakable, lighter and smaller to transport than glass and take less energy to create.

"We see (plastic) as a positive step in terms of energy and production," said Michael Wentworth, of New Zealand's Yealands Estate. "It's 89 percent lighter than glass, so you're reducing your carbon footprint there, as well as anytime you ship it."

The plastic containers have not changed the taste of the wine Yealands said because its Sauvignon Blanc and Merlot, which have both been bottled in plastic, have done well in blind tasting wine competitions.

For Naked Winery in the western U.S. state of Oregon, which has used PET bottles for more than a year, the containers suit its outdoor wine concept.

"I like to backpack and I like to take wine backpacking and this is perfect," said David Barringer, 52, a winemaker at Naked.

Both wineries use a 750 ml sized bottle, which Wentworth said looks

 Tweet 24

 Share 4

 Share this

 +1 0

 Email

 Print

Related News

[Aussie chef catches flak for treated tap water](#)
Wed, Jun 22 2011

[Foster's knocks back \\$10 billion SABMiller bid, shares jump](#)
Tue, Jun 21 2011

[Settlers cultivate West Bank tourism to tighten grip on land](#)
Mon, Jun 20 2011





[UPDATE 4-Saint-Gobain's Verallia becomes latest IPO flop](#)
Mon, Jun 20 2011

[Bartender! Pull me a glass - of Pinot Noir](#)
Tue, Jun 14 2011

Analysis & Opinion

[Why young people spend so much](#)

Follow Reuters

 Facebook	 Twitter	 RSS	 YouTube
--	---	---	---

MOST POPULAR

READ

[Israeli navy seizes Gaza-bound yacht](#)
11:48am EDT

Universal pulls plug on Stephen King's "The Dark Tower"

18 Jul 2011

Exclusive: Euro zone paper points to bank tax to fund

10:36am EDT

BofA reports \$8.8 billion net loss, worst ever

10:33am EDT

Goldman's profit engine stalls; shares fall

11:58am EDT

DISCUSSED

101

COMMENTS

Obama asks lawmakers to gauge support for debt deal

60

COMMENTS

Fallback plan gains momentum in debt talks

60

COMMENTS

Obama eyes more deficit talks with no deal in sight

WATCHED



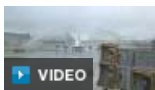
Pakistan Taliban releases video of mass execution

Mon, Jul 18 2011



Flying sphere goes where man fears to tread

Thu, Jul 14 2011



Japan's winning team returns home

2:12am EDT

smaller next to regular size bottles.

"The consumer may think that they're not getting the same amount of wine, so we clearly label ours 750 ml," he said.

Despite the convenience of plastic bottles, the containers have faced an image problem with some consumers still preferring their wine in a glass bottle.

While Boisset Family Estates sells its California Fog Mountain Merlot and its Yellow Jersey wines in plastic bottles in North America, it had less luck with Beaujolais Nouveau.

When Boisset bottled its 2008 Beaujolais Nouveau in plastic bottles consumers, who like to bring a bottle of the young wine to their annual Thanksgiving Day dinners, complained.

"Thanksgiving is a very traditional holiday ... so consumers wanted a more traditional package. They wanted glass," said Patrick Egan of Boisset.

As a result Boisset switched to a lighter glass, which weighs less than traditional bottles, for its Beaujolais Nouveau.

The Bordeaux-based Institute of Vine and Wine Sciences also raised concerns about quality after a preliminary report it released last year suggested white wine in plastic bottles stayed fresh for six months.

Marc Kaufman of EnVino, the maker of PET bottles for Boisset and Naked Winery, rejected the study's findings, saying plastic bottles are not meant for expensive wines that need to be laid down for years before being drunk.

"Those wines make up less than three percent of the market. We're aiming for the other 97 percent," he said.

(Editing by [Patricia Reaney](#))

LIFESTYLE FRANCE GREEN BUSINESS

Recommend

You recommend **Lighter, greener plastic wine bottles gain favor**. · Add Comment · Admin Page · Insights · Error

Tweet this Link this Share this Digg Digg this Email

Reprints

Videos you may like:

by Taboola

Sponsored links



China's luxury fast train debuts

Mon, Jun 27 2011



New Zealand government offers quake payout

Thu, Jun 23 2011

Ash grounds New Zealand planes

Private label water

As low as \$0.20 cents per bottle. \$4.80 a case Plastic clear labels. www.MIRAGEBOTTLING.COM

Plastic Packaging Soln.

Leading Manufacturer Of All Types Of Poly Bags & Packaging Materials. www.rutanpoly.com

Green Flash Recycling

Mobile Recycling Collection We come to your business!



Sun, Jun 26 2011

www.greenflashrecycling.com



AdChoices

After reading this article, people also read:



Bartender! Pull me a glass - of Pinot Noir

Jun 14, 2011



"Now You See Her" tops best-sellers list again

Jul 14, 2011



Pepsi Canada to sell 7UP in recycled plastic bottle

Jul 13, 2011



Chrystia Freeland named Thomson Reuters Digital editor

Apr 7, 2011



The Spirited Traveler: Paris

Jun 28, 2011

Comments (0)

This discussion is now closed. We welcome comments on our articles for a limited period after their publication.

Ads by Marchex



Top Stock for 2011 - GTSO

Desperate Search For Rare Earth Minerals Solved. Rare Opportunity.

www.RareEarthExporters.com



\$0 Sign-Up Fees with Zions Direct

30,000 Bonds, Treasuries, CDs – Low \$10.95 Online Commissions

www.ZionsDirect.com



(888) 836-1050 ADT \$99 installed.

Protect What Matters Most. 6 month cash back guarantee. Free Security Review.

www.calladt.com



Compare Credit Card Offers & Apply Now

Top Rated Credit Cards Online. Choose from Multiple Cards. As seen on PBS TV.

www.CardRatings.com

MORE FROM REUTERS

Rupert Murdoch attacked in UK Parliamentary hearing

LONDON (Reuters) - A man threw a plate of white foam over News Corporation Chairman Rupert Murdoch during a committee hearing into the hacking scandal at one of his newspapers at the Houses of Parliament on Tuesday.

HAPPENING NOW



Euro zone sees options for Greece

A tax on euro zone banks and cheaper, longer-dated official loans are the least risky way to provide extra funding for debt-stricken Greece, a confidential paper drafted ahead of a European summit shows.

[Full Article](#)

[Nowotny breaks ranks with ECB](#)

[Banks could cope with a Greek haircut](#)

TOP VIDEOS



Europe Day Ahead: Stocks, euro rebound; gold off record high

[Hacking pressure grows for Cameron](#)

MARKETS

US Indices

DOW

99.03

12,484.19

+0.80%

NASDAQ

40.92

2,806.03

+1.48%

S&P 500

[CONTINUE READING](#)

GREECE

Gold hits record high on debt worries

[» More Top Videos](#)

11.08

1,316.52

+0.85%

TR US INDEX

1.04

120.46

+0.87%

Int'l Indices

NIKKEI

9,889.72

HANG SENG

21,902.40

[» Markets](#)

TOP NEWS

[June housing starts at 6-month high](#)

[Ex-trader Chiesi awaits fate in Galleon insider case](#)

[Analysis: Anything's possible if U.S. debt downgraded to AA](#)

[FBI raid seeks suspected "Anonymous" computers](#)

[Debt showdown moving into crunch time](#)  VIDEO

[Exclusive: Euro zone paper points to bank tax to fund](#)

[BofA reports \\$8.8 billion net loss, worst ever](#)

[» More Top News](#)

ANALYSIS & OPINION



[The best questions to ask Murdoch](#)
Nicholas Wapshott



[The charade of EU bank stress tests](#)
Christopher Whalen



[Wen's last attempt on China properties?](#)
George Chen

[» More Analysis & Opinion](#)

TODAY IN PICTURES



 SLIDESHOW

Editor's choice

A selection of our best photos from the past 24 hours.

[View Slideshow](#)



© Copyright 2011 Thomson Reuters

Editorial Editions:

REUTERS

[Contact Us](#)

[Advertise With Us](#)

[Help](#)


[Journalism Handbook](#)

[Archive](#)

[Site Index](#)

[Video Index](#)

[Reader Feedback](#)

 [Reuters on Facebook](#)

[Mobile](#)

[Newsletters](#)

[RSS](#)

[Podcasts](#)

[Widgets](#)

[Your View](#)

[Analyst Research](#)

THOMSON REUTERS

[Copyright](#)

[Disclaimer](#)

[Privacy](#)

[Professional Products](#)

[Professional Products](#)

[Support](#)

[Financial Products](#)

[About Thomson Reuters](#)

[Careers](#)

ONLINE PRODUCTS

[Acquisitions Monthly](#)

[Buyouts](#)

[Venture Capital Journal](#)

[International Financing Review](#)

[Project Finance International](#)

[PEhub.com](#)

[PE Week](#)

[FindLaw](#)

[Super Lawyers Attorney Rating Service](#)

Thomson Reuters is the world's largest international multimedia news agency, providing investing news, world news, business news, technology news, headline news, small business news, news alerts, personal finance, stock market, and mutual funds information available on Reuters.com, video, mobile, and interactive television platforms. Thomson Reuters journalists are subject to an [Editorial Handbook](#) which requires fair presentation and disclosure of relevant interests.

NYSE and AMEX quotes delayed by at least 20 minutes. Nasdaq delayed by at least 15 minutes. For a complete list of exchanges and delays, [please click here](#).