

ANYTHING IS POSSIBLE®

berlin®
PACKAGING



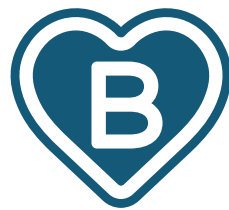
Unpacking Your Sustainability Potential

Wine Packaging

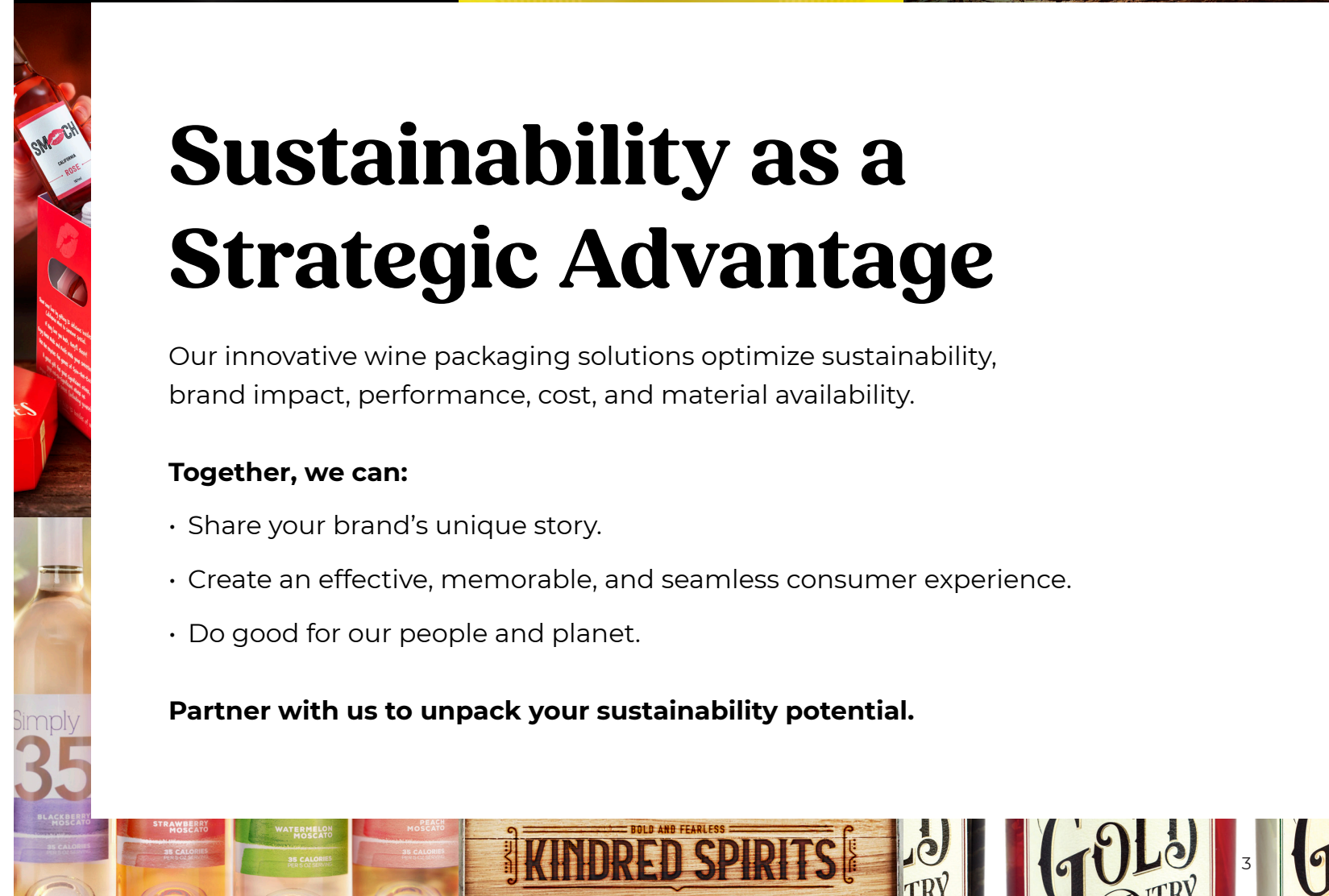
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We Believe That Anything Is Possible

At Berlin Packaging, we are committed to leading the future of sustainable packaging. From Fortune 500 companies to family-owned businesses, we partner with our customers to unpack their sustainability potential.



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Sustainability as a Strategic Advantage

Our innovative wine packaging solutions optimize sustainability, brand impact, performance, cost, and material availability.

Together, we can:

- Share your brand's unique story.
- Create an effective, memorable, and seamless consumer experience.
- Do good for our people and planet.

Partner with us to unpack your sustainability potential.



Elevate Your Brand With Sustainable Packaging

A New Standard in Wine

In today's competitive market, the choice of packaging can significantly influence your brand's perception. Sustainable wine packaging enhances your brand's reputation and resonates with consumers who value quality and responsibility.

Key Advantages:

- **Strengthen Brand Identity:** Thoughtfully designed packaging showcases your commitment to quality and innovation.
- **Engage Conscious Consumers:** Win the loyalty of a growing audience that supports brands prioritizing responsible practices.
- **Differentiate in the Marketplace:** Make an impact with distinctive, sustainable designs that turn heads on the shelf and leave a lasting impression.

Who's Driving the Movement?



Consumers

Favor brands with core values of sustainability, diversity & inclusivity, and accessibility



Governments

Push for regulations to switch to sustainable packaging options



Retailers

Highlight responsibly packaged products on their shelves

Sustainable Innovation

From Fortune 500 to family-owned businesses, our global, award-winning innovation and design teams partner with brands to stand out in the market.

300+

years of combined packaging and brand-building experience

8

global locations across 5 countries

100+

experts across design, engineering, research, marketing, strategy, and sustainability

<13

languages spoken

Our Wine Capabilities: Napa Valley Warehouse

Our global network spans North America and Europe, but our strength lies in our local market expertise and partnerships with regional producers.

Our flagship 430,000-square-foot distribution center in Napa Valley offers top-tier fulfillment and repackaging capabilities, including complete print pack management and custom pallet solutions.

With expertise shared across all locations, every Berlin Packaging site is ready to deliver exceptional service tailored to your needs.

2023 RESULTS

6,000 Tons

Of waste recycled and materials reused and/or repurposed

>90%

Of waste diverted from landfills

\$400,000

saved yearly



Energy Efficiency

LED lighting powered by motion sensors adapts to warehouse activity, while electric forklifts enhance sustainable operations. A new schedule saves six hours of daily operating time, further reducing energy consumption.



Warehouse Space and Travel

Our Napa Valley team revamped the warehouse storage plan to maximize space and optimize travel, leading to time savings and reduced energy use.



Material Sorting and Reuse

Strategic programs keep materials in circulation, such as reusing corrugate from repacking.



Pallet Repair, Recycling & Buyback

To prevent pallets from ending up in landfills, the team established repair, recycling, and buyback programs with suppliers and customers.



Repacking Services

New equipment allows precise glue application for each box type, optimizing the repacking process and enhancing resource efficiency.



Team Members

A collaborative culture drives success. Monthly all-hands meetings provide an open forum for new ideas, progress updates, and upcoming initiatives.

Accelerate Your Sustainability Journey

Join the ranks of forward-thinking wine brands. We'll guide you towards packaging solutions that are as good for the earth as your products are for your customers.

Ready to Elevate Your Sustainable Packaging Strategy?

Contact us today for a personalized consultation and discover how we can help your brand thrive sustainably.



Sustainable Packaging Strategy & Development
Strengthen your brand's mission for your conscious consumers



Regulatory Compliance & Climate Risk Management
Future-proof your strategy against global regulations



Packaging Audits & Assessments
Elevate your packaging to align with your consumers and brand values



Sustainable Innovation & Design
Engage global, award-winning design and innovation teams

Our Sustainability Approach

As your strategic packaging partner, we go beyond the packaging. From quantitative assessments to marketing strategies, our C.O.R.E. sustainability approach covers it all.

CIRCULARITY

Promoting a closed loop system from sustainable materials to designing for recyclability

OPTIMIZATION

Bringing together functionality, sustainability, and performance—all in one package

REUSE & REFILL

Designing sustainable business models to drive a circular economy



CIRCULARITY

- Recyclability
- Recycled content
- Strategic sourcing and stock solutions
- Material innovation and discovery

OPTIMIZATION

- Lightweighting
- Packaging and product efficiency
- Value analysis / Value engineering
- Local manufacturing

REUSE & REFILL

- In-house, on-the-go & in-store refill systems
- Reuse & refill system design and implementation

ENVIRONMENTAL SERVICES

- Industry-leading sustainability services.
- All of which can be found below!



Consumer & Market Insights

We track the latest sustainability insights, product trends, packaging innovations, and market dynamics.



Sustainable Stock Solutions

We optimize our supply chain, sourcing stock solutions from our global network of 1,000+ suppliers.



Quantitative Assessments

We measure your packaging footprint and assess strategies to reduce environmental impact.



Sustainability Roadmapping

We help define your corporate sustainability strategy and build comprehensive circularity roadmaps.



Marketing & Communications

We craft compelling communication strategies backed by verified, fact-based, and quantifiable claims.



Custom Design & Innovation

Our award-winning design and innovation teams develop custom packaging solutions optimizing sustainability, brand impact, and performance.

Quantifying Packaging Environmental Impact

From sourcing to end-of-life, we quantify your packaging's environmental impact throughout its entire life-cycle.

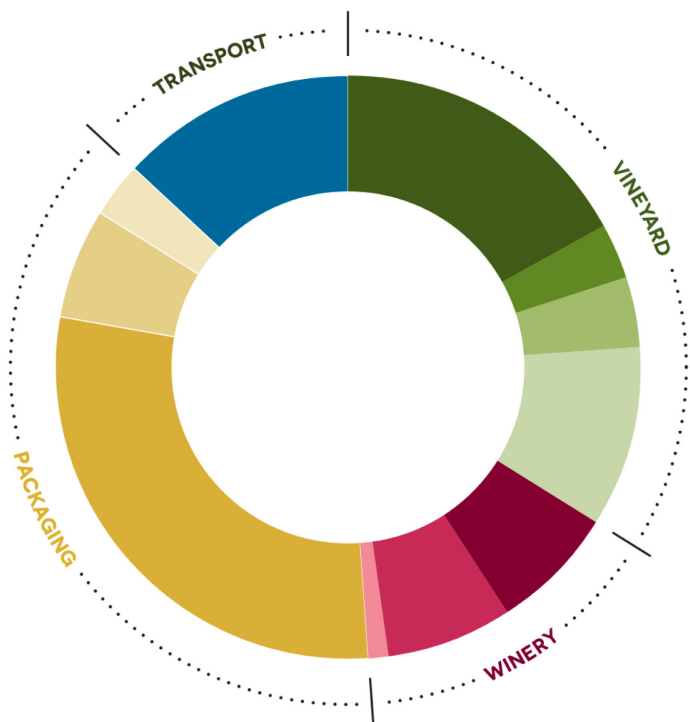
With life-cycle assessments (LCAs), we can calculate your product's environmental footprint, including its carbon footprint (greenhouse gas emissions) and its water, mineral resource, and fossil fuel use.



Did you know?

Up to 51% of wine's total carbon footprint is due to packaging and transportation alone.

From Cradle to Retail: Wine's Carbon Footprint



VINEYARD

- 17% Bio-geochemical field emission:
- 3% Fuel production and combustion
- 4% Electricity consumption
- 10% Raw materials production

WINERY

- 7% Fuel production and combustion
- 7% Electricity consumption
- 1% Other winery

PACKAGING

- 29% Glass bottle
- 6% Corrugate case box
- 3% Other packaging

TRANSPORT

- 13% Transport of bottled wine

Infographic courtesy of Wine Institute.

Accessible & Inclusive Design

Inclusive and universal design benefits everyone. Our global design and innovation teams push the envelope on what sustainable packaging solutions can look like. To spark conversations and shape the market, we proactively integrate these features into packaging concepts.

Cumbres de Abona is one of the first wineries in the Abona region on Tenerife, the largest of Spain's Canary Islands. The Spanish social cooperative produces wines and extra virgin olive oils highly unique to the region. We designed their wine labels to include **Braille**, reflecting their strong commitment to fostering **inclusivity** and supporting local economies.

Stock Lightweight Bottles

Designed for sustainability and efficiency, our lightweight options help reduce transportation costs and carbon emissions while maintaining the quality of your wine.

- **Transportation Efficiency:** Lighter bottles mean less fuel consumption during transportation, leading to lower greenhouse gas emissions.
- **Material Production:** Less glass used in production results in reduced energy consumption and lower CO₂ emissions during the manufacturing process.
- **Waste Reduction:** Lighter bottles potentially leads to less waste, further decreasing the overall environmental impact.

Explore our selection and discover how lightweight glass can enhance your packaging strategy.



Advantages of Lightweighting

Lightweighting a 750ml Wine Bottle

Previous Bottle:

- 12R7
- 520g (65% Cullet)
- Total Truck Transit: 153 miles
- Ship Transit: 5,147 nautical miles

Current Bottle:

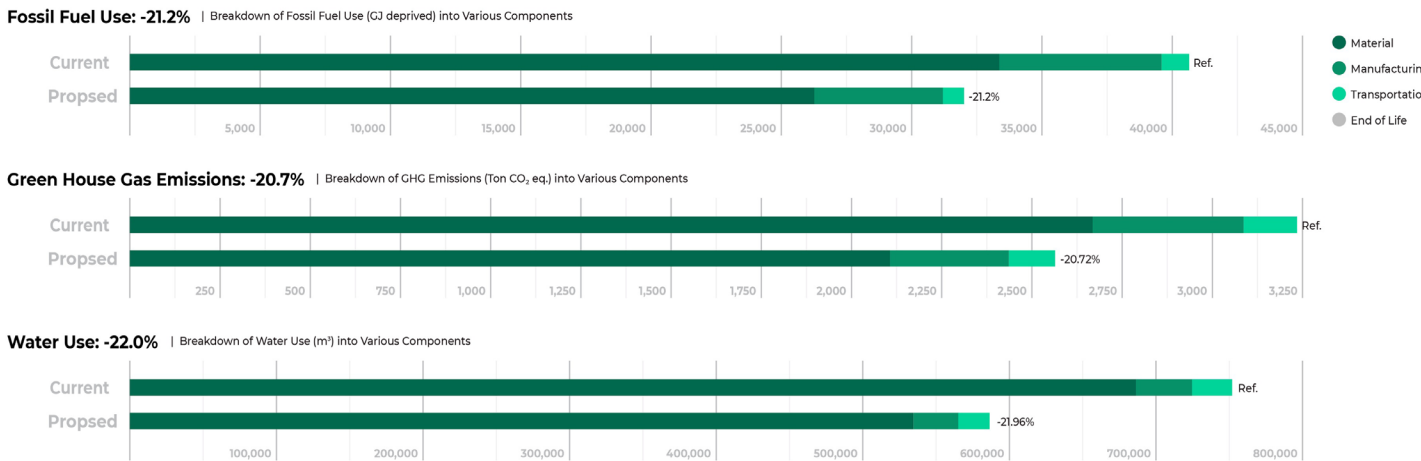
- 12Q4
- 395g (65% Cullet)
- Total Truck Transit: 153 miles
- Ship Transit: 5,147 nautical miles



Annual Impact of the Proposed Lightweight Bottle – Equal to:

- 31,406 Barrels of Oil Saved
- 144 Vehicles Taken off the Road
- 1,644,300 Fewer Miles Driven
- 17,385 Tree Seedlings Grown for 10 Years
- 789 Acres of Forest
- 43,585,009 Gallons of Water Saved
- 6,943 Fewer People Showering Daily
- 385,758 Fewer Liters of Gasoline Consumed

Environmental Impact of the Lightweight Bottle:



Source: Berlin Life Cycle Assessment Tool

Next: Unpacking Sustainability Impact

CIRCULARITY OPTIMIZATION

Innovative, lightweight aluminum bottle perfect for sparkling wine and beer.

- **Recyclable, lightweighted** bottle with cork closure and metal wire hood system designed for carbonated beverages.
- Provides **maximum product protection** with complete barrier against light, gases, and moisture.
- Allows product to **cool faster** due to higher thermal conductivity.
- Ideal where glass bottles are prohibited (arenas, festivals, and sports events).
- Created by **Studio One Eleven®**, Berlin Packaging's in-house design and innovation center.

94%
RECYCLED PAPERBOARD

5X
LIGHTER THAN GLASS

360°
BRANDING OPPORTUNITY

6X
LOWER CO₂ FOOTPRINT



INTRODUCING
next

Innovative, light weight aluminium bottle
perfect for Sparkling Wine and Beer



Sustainable Product Offering: Frugal Bottle™

Frugal Bottle™ is an innovative packaging technology that offers a disruptive and revolutionary alternative to glass. Made from two recycled paperboard shells that, when formed around a thin pouch, look like a classic 'Bordeaux' shaped bottle. The Frugal Bottle™ uses a standard Stelvin closure, has the same dimensions as a standard glass bottle with a fill level of 750ml, and offers the same 12+ month shelf life.

The Frugal Bottle™ leverages:

- Product uniqueness and sustainability
- Commercially available and affordable
- A disruptive in plant system solution to the wine & spirits manufacturing base
- Best-in-class quality and service performance

The Future of Wine Packaging: Bio-Resin Bottle

Savor your favorite wines in our sustainable bottle, crafted from PHA and Bio-PET materials. This innovative packaging solution is designed to minimize environmental impact while delivering a premium wine experience.

A Toast to Sustainability

Our state-of-the-art bottle combines the best of nature and science:

- **PHA:** Derived from bacteria and algae, this 100% bio-based material reduces our reliance on fossil fuels and helps lower carbon emissions.
- **Bio-PET:** Made from sugarcane, a renewable resource, Bio-PET decreases our dependence on fossil fuels without compromising quality.
- **Innovative Barrier:** Our proprietary barrier technology preserves your wine's quality and flavor.
- **Odor-Free and Chemical Stability:** Bio-resin bottles are odor-free and chemically stable, making them suitable for a variety of products.

Lighter Footprint, Brighter Future

By moving away from traditional glass bottles, we're not just changing packaging – we're changing the game:

- **70% Reduction** in fossil fuel-based virgin plastics.
- **Lower Carbon Footprint** compared to heavy glass wine bottles.
- **Sourced with Renewable Materials** from start to finish.

Experience the Difference

Discover unmatched benefits with sustainable innovation:

- **Lightweight:** Effortlessly portable, our bottles make it easy to enjoy your favorite wines anywhere.
- **Shatter-Resistant:** Ideal for outdoor events and travel--no more worries about broken glass!
- **Premium Quality:** Our advanced packaging preserves the rich flavors and aromas, ensuring an exceptional tasting experience with every sip.



Unpacking Your Sustainability Impact

We are committed to leading the future of sustainable packaging. As the world's largest Hybrid Packaging Supplier®, we combine best-in-class solutions in consulting, design, sustainability, manufacturing, distribution, and value-added services. From Fortune 500 companies to family-owned businesses, we partner with our customers to unpack their sustainability potential.

We can help your brand join the future of sustainable packaging. Work with our award-winning team: Sustainability@BerlinPackaging.com



Learn how we're driving sustainability impact

Unless noted otherwise, "recyclable" references general home recyclability. Recycling programs vary, so not all products may be recyclable in certain areas. We recommend checking with your local recycler to see what your area accepts.

This brochure contains projections, estimates, and other forward-looking statements with respect to the anticipated performance of the product(s) evaluated herein. Such forward-looking statements are as to potential future events and are not to be viewed as guaranteed. All such statements and projections reflect various estimates and assumptions by Berlin Packaging and are subject to various external, economic, operating, competitive, and other risks and uncertainties and contingencies (many of which are beyond Berlin Packaging's control) that could cause actual results to differ materially from the statements included herein. Such statements were not prepared with a view to public disclosure or compliance with any published guidelines or regulations. Accordingly, there can be no assurance as to the reliability or correctness of such statements, nor should any assurances be inferred, and actual results may vary materially from those projected.

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