

VITICULTEURS
**TERRA
VITIS**
RESPONSABLES



**THE BOTTLE WEIGHT ACCORD:
TERRA VITIS PRODUCERS
FEEDBACKS ON A SUCCESS STORY**

About SWR

The Sustainable Wine Roundtable (SWR) is the independent global platform dedicated to advancing sustainability in the wine industry. With over 130 members spanning the global wine value chain, from growers and glass manufacturers to retailers and logistics providers, SWR brings the industry together around credible and practical solutions to its most pressing sustainability challenges.

SWR's initiatives, such as the Bottle Weight Accord and the Global Reference Framework, provide the evidence base, tools, and shared direction needed to take action with confidence and demonstrate meaningful progress.

Members collaborate across key areas, including packaging, sustainable viticulture, labour standards, and sustainability standards benchmarking. By sharing knowledge, aligning on approaches, and reducing duplication of effort, they not only save time and money, but also speak with a collective voice that carries greater weight than any one organisation alone.



About Terra Vitis

Terra Vitis is a membership organisation encompassing some 2,000 producers across France. Formed in 1998, Terra Vitis has developed a wine sustainability standard which gradually improves over time.

The democratic structure of the association ensures decisions that reflect the on-the-ground realities faced by winegrowers, winemakers, and traders involved in Terra Vitis.

From its inception, Terra Vitis has been designed with a dual approach:

- **The Terra Vitis “approach”** was created by and for the wine industry to go beyond just certification. It supports producers on a path of continuous improvement, helping them adopt more sustainable and responsible practices and ultimately certify their vineyards and wines
- **The Terra Vitis® certification**, is the most visible and tangible expression of the initiative. Awarded annually to producers who successfully complete the audit process, it verifies their practices meet the requirements set out in the Terra Vitis specifications for that vintage.



The Bottle Weight Accord

Glass bottles account for up to 50 percent of a wine's total carbon footprint. Reducing their weight is one of the most immediate and effective ways to lower emissions across the industry.

To drive this transformation, SWR launched the Bottle Weight Accord (BWA) in November 2023. The initiative sets a global commitment to reduce the average weight of 750ml still wine bottles to below 420 grams by 2026. The accord now includes 20 companies representing 2 billion bottles of wine each year—representing about 7.5% of global wine sales.

In its first year, signatories have collectively reduced their average bottle weight to 451.75g—well below the industry average of 550g. This reduction has delivered an estimated carbon savings of 114,428 tonnes, equivalent to the annual CO2 emissions of 18,000 households or a small city.

As the first global initiative uniting retailers, distributors and producers in a shared packaging target, the BWA has become an industry benchmark for responsible wine packaging. Its influence is now widely recognised, referenced in articles by Decanter, The Washington Post, JancisRobinson.com, and more. Building on this success, the Accord is now expanding to include sparkling wine.



Implementing the Bottle Weight Accord among Terra Vitis network :

Terra Vitis started to work on carbon footprint issues decades ago, collaborating with research institutes on life cycle assessment projects. These studies clearly identified bottle weight as the main contributor to wine's carbon footprint.

Recognising that meaningful progress required collective action between producers and retailers, Terra Vitis embraced SWR's Bottle Weight Accord as a practical way forward.

Implementation of the BWA has involved several steps:

- 1 **Communicating with members about the importance of bottle weight reduction, the 420g, and the broader objectives.**
- 2 **Introducing new requirements in the Terra Vitis specification from 2025.**
- 3 **Identifying practical challenges (e.g. certain bottle shapes not yet available under 420g) and sharing innovative solutions Terra Vitis producers have implemented.**
- 4 **Providing training and support to help producers transition to lighter-weight bottles.**



DOMAINE MAISON

- Loire region - Cheverny
- bottling service provider
- Closure type: technological cork
- 300,000 bottles / year
- Lighter bottles introduced in 2020
- Bottle weight: 420g

« Using lighter bottles has only advantages, we only had to adapt the storage because we had some breakage with boxes of 600 corked bottles, with boxes of 500 it works perfectly. »

DOMAINE DES HERBAUGES

- Loire region - Muscadet
- Own bottling line
- Closure type: 15% technological cork, 85% screw
- 850,000 bottles / year
- Lighter bottles introduced in 2022
- Bottle weight: 385g

“Lighter bottles are a no-brainer: we export 85% of our bottles in cardboard boxes without inter leaf with no problems. Transport costs are also lower, as we can fit more bottles per lorry.”

CHÂTEAU DU PAYRE

- Bordeaux region
- own bottling line
- Closure type: technological cork
- 60,000 bottles / year
- Lighter bottles introduced in 2025
- Bottle weight: 420g

« We introduced lighter AND reused (washed) bottles in 2025 to improve our environmental footprint. Light and reused bottles are a bit more fragile and breaking may occur around the bottle neck. However, customers didn't notice the change. »

VIGNOBLE SIOZARD

- Bordeaux region
- Bottling service provider
- Closure type: technological cork
- 200,000 bottles / year
- Lighter bottles introduced in 2021
- Bottle weight: 390g

« Lighter bottles are cheaper, more ecological and we carry less weight. »

DOMAINE ISLE SAINT PIERRE

- Méditerranée IGP region
- Bottling service provider
- Closure type: 30% synthetic closure, 70% screw
- 700,000 bottles / year
- Lighter bottles introduced in 2010
- Bottle weight: 400g

« I don't understand why lighter bottles are not the norm, they only have advantages! »

DOMAINE JEAN-PIERRE RIVIÈRE

- Beaujolais region
- Bottling service provider
- Closure type: technological cork
- 40,000 bottles / year
- Lighter bottles introduced in 2025
- Bottle weight: 380g

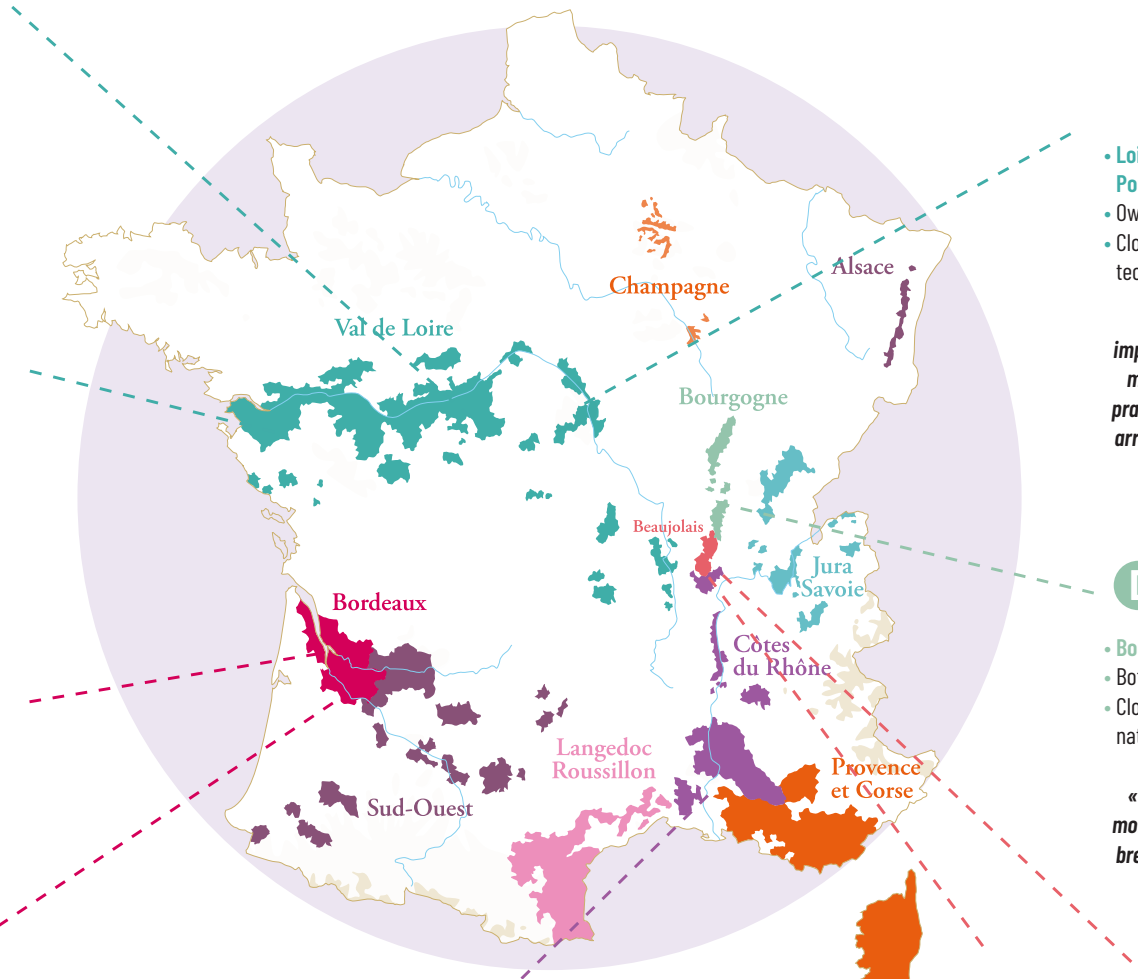
« I had the feeling that lighter bottles were not as nice looking as the previous heavier ones but no customers notice it. On top of their ecological benefits, lighter bottles are also cheaper. »

CHÂTEAU DE L'ECLAIR

- Beaujolais region
- Own bottling line
- Closure type: technological cork
- 30,000 bottles / year
- Lighter bottles introduced in 2022
- Bottle weight: 395g

« We are always experimenting with better solutions and introducing lighter bottles was an easy change. Customers didn't notice but are very positive if we explain it. »

Feedbacks from Terra Vitis producers on introducing lighter bottles



DOMAINE PABIOT JÉRÔME

- Loire region - Pouilly Fumé
- Own bottling line
- Closure type: technological cork
- 300,000 bottles / year
- Lighter bottles introduced in 2022
- Bottle weight: 395g

« We switched all our production to lighter bottles to improve our environmental footprint and answer to specific markets. This evolution didn't require any change in our practices. Be sure to check the real bottle weight when they arrive as the announced weight may vary and it's important for certain markets. »

DOMAINE REBOURGEON-MURE

- Bourgogne region
- Bottling service provider
- Closure type: natural cork
- 30,000 bottles / year
- Lighter bottles introduced in 2024
- Bottle weight: 420g

« No big problem encountered, we only have to be slightly more cautious when we store filled bottles in boxes to avoid breakage. At the end of the day we feel the weight saved in our arms! »

CONTACTS

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