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# The Aluminum Revolution: Bogle Family's Wines Usher in a New Era of Sustainable Packaging

Element[AL] wines: leading the sustainable packaging revolution

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In an industry as steeped in tradition as winemaking, innovation often treads carefully, respecting the delicate balance between age-old practices and modern advancements. However, the Bogle Family Vineyards, a name synonymous with quality in the Californian wine scene, has boldly stepped forward with a pioneering approach that could redefine the future of wine packaging. Element[AL], the latest offering from the Bogle Family, marks a significant shift from the conventional, embracing aluminum

bottles as their new standard.

Element[AL] is not merely a new product line; it represents a paradigm shift in wine packaging. Jody Bogle, Vice President of Consumer Relations at Bogle Family Vineyards, emphasizes that this innovation is more than just launching a new brand; it's about heralding a new way of thinking in the wine industry. The journey to this revolutionary change began with a desire to reduce the weight of traditional glass bottles, culminating in a more radical approach that is poised to resonate with consumers.

The development of Element[AL] spanned almost three years, reflecting the meticulous research and development that went into its creation. This new brand emerges as the first to commercialize aluminum bottle technology for wines. The bottles, while maintaining the elegant silhouette akin to traditional glass bottles, are lauded for their environmental responsibility without compromising the taste, design, or functionality of the product. A notable departure from glass bottles, Element[AL]'s aluminum containers eschew labels in favor of a 360° decorative design directly printed onto the bottle, featuring unique, original art for each wine variety. Internal company research, including blind tastings of wines aged for a year in both aluminum and glass containers, has revealed no perceptible difference in taste between the two storage methods.

Paul Englert, Vice President of Marketing at Bogle Family Wine Collection, underscores the environmental benefits of Element[AL]. The development process focused on significantly reducing the carbon footprint of traditional wine bottles while simultaneously forging a connection with eco-conscious consumers. Market research by the company indicates an exceptionally high purchase interest among consumers for this innovative aluminum bottle.

Set for consumer release in January 2024, Element[AL] Wines will be priced at a recommended retail price of $16.99. The range, including Chardonnay, Pinot Grigio, Rosé, and Pinot Noir, will be available nationally in major retail stores from March 2024. Prior to its national launch, Element[AL] Wines will debut at the 2024 Sundance Film Festival as the official wine of the festival, starting January 18th in Utah. The brand will also make its way to selected international markets throughout 2024.

# The Environmental Case for Aluminum Wine Bottles

The environmental impact of glass bottles has long been a contentious issue in the wine industry. Most wine in the U.S. is purchased for immediate consumption, raising questions about the suitability of glass containers for everyday wine enjoyment. The benefits of aluminum bottles include:

- **Easy Recycling:** Aluminum can be recycled indefinitely without losing quality and boasts higher recycling rates than glass. It is more valuable for municipal recycling programs than glass or plastic and requires only 5% of the original energy to create a new generation of products.
- **Lightweight:** Aluminum bottles are 80% lighter than an average glass wine bottle. This reduction in weight translates to significant transportation savings and allows for 43% more wine cases per truck while keeping the total load 3% lighter compared to glass.
- **Compact Size:** The thinner walls and lack of a concave base mean aluminum bottles are slightly smaller than a typical wine bottle but still maintain the standard 750 ml capacity. This size reduction offers space savings in both transportation and storage.
- **Durability:** Unlike glass, aluminum bottles are unbreakable, reducing costs for wineries and making them suitable for environments where glass is impractical, such as pools, beaches, and stadiums.

The introduction of Element[AL] by Bogle Family Vineyards marks a significant step towards sustainability in the wine industry. This innovative approach to wine packaging not only addresses environmental concerns but also maintains the quality and enjoyment of the wine, proving that tradition and innovation can coexist harmoniously.