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100,000 Bottles from Paris to Reuse

The bottle reuse initiative at Wine Paris

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At the heart of the bustling city of Paris, amid the swirl of conversations about terroir, vintage, and varietals at the Wine Paris & Vinexpo Paris, an innovative and eco-conscious initiative was unfolding. The event, which took place in mid-February, became a hotbed not just for the exchange of ideas and the showcasing of exquisite wines but also for pioneering efforts in sustainability within the wine industry. The focus? Bottle reuse.

As the exhibition came to a close, the conversation shifted from the wine itself to the containers that held it. In a remarkable effort that underscored the industry's commitment to environmental sustainability, Cognac-based company Eco in Pack embarked on a mission to collect the opened bottles from the event. Over the course of three days, they amassed an impressive tally of 100,000 bottles, which were then transported back to their facilities on February 16 for processing.

François Drounau, representing Eco in Pack, shared insights into the process and the vision behind this ambitious project. According to Drounau, the company is not just collecting bottles; it is curating them into consistent batches for reuse. The approach is methodical and tailored to meet the diverse needs of the industry. "We will have several 'categories': customized bottles of current customers who we know are interested in retrieving their formats; customized bottles by brands that are not yet our customers and this is a good way of starting the conversation with them about re-use (obviously if they're not interested, we will destroy the bottles); and standard bottles that we will offer to our contacts, in batches of 1,000 or 50,000 bottles by adding them to existing inventories," Drounau explains.

This initiative by Eco in Pack is not just about recycling; it's about reimagining the lifecycle of a wine bottle. By collecting, sorting, and cleaning these bottles for reuse, the company is challenging the industry to think differently about waste and sustainability. The process of sorting the bottles into consistent batches before washing them and offering them back to the industry is a testament to the potential for circular economy practices within the wine world.

Moreover, this effort at Wine Paris & Vinexpo Paris opens up new conversations about sustainability in the wine industry. For brands that are not yet customers of Eco in Pack, the initiative serves as an intriguing introduction to the possibilities of bottle reuse. For the industry at large, it's a call to action to consider more sustainable practices in every aspect of wine production and distribution.

As the wine industry continues to evolve, initiatives like the one undertaken by Eco in Pack at Wine Paris & Vinexpo Paris highlight the growing importance of sustainability. By reusing bottles, the industry can significantly reduce its environmental footprint,

setting a precedent for other sectors to follow. This initiative is not just about saving bottles from the landfill; it's about fostering a culture of sustainability that values resources, promotes circular economy practices, and celebrates innovation.

In the end, the success of the bottle collection and reuse project at Wine Paris & Vinexpo Paris is a compelling reminder that sustainability and quality can go hand in hand in the wine industry. It's a story of how environmental consciousness and industry innovation can blend together to create a future that is not only sustainable but also rich with the flavors and traditions of wine culture.