

# BANROCK STATION ECO BOTTLE



**2023 SUSTAINABLE PACKAGING DESIGN OF THE YEAR - RECYCLED CONTENT SILVER WINNER**



**2023 BEVERAGE PACKAGING DESIGN OF THE YEAR GOLD WINNER**



## Accolade Wines

### Banrock Station Eco Bottle

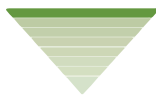
#### Key Outcomes and Measurement

- Silhouette of a Bordeaux wine bottle, when turned to its side, it is flat
- Innovative change in shape allows the same volume of wine (750ml)
- Made from 100% recycled PET (sourced in Australia)
- Meets the 2025 National Packaging Targets
- Uses oxygen scavenger barrier for advanced shelf life
- Lightweighted to 63 gms
- 84% lighter than 400g glass bottle
- 30% more Spatial Efficiency - flat packed 50% more wine on AS pallet
- 1152 eco bottles vs 768 round glass bottles

#### Sustainable Packaging Guidelines



Optimise Material Efficiency



Design for Recovery



Design for Transport Efficiency



Use Recycled Materials



**Product:** Banrock Station Eco Bottle  
**Company:** Accolade Wines  
**Country:** Australia

Headquartered in Australia, Accolade Wines draws on a proud heritage, with Houghton established in 1836 and the first grapes crushed at Hardys winery in 1857, to become a world-leading provider of luxury, premium, mainstream, and commercial wines.

Accolade's rich and diverse portfolio is made up of distinguished wine brands including Hardys, Grant Burge, Banrock Station, St Hallett, House of Arras, and Petaluma, and modern, innovative wine brands such as Mud House, Jam Shed, J-Harden, Wise Wolf by Banrock Station, and Echo Falls shaking up the global landscape. With more than 1,000 employees in over 20 countries around the world, Accolade is a fully integrated business, managing the entire supply chain from grape to glass. They are committed to the sustainable growth of their business and the industry. Through their relentless innovation, global sustainability strategy, and the partners they engage with, they endeavour to have a positive impact on the industry and communities in which they operate.

COORDINATED BY



ANZ REGIONAL AWARDS PROGRAM



INTERNATIONALLY ENDORSED BY



EXCLUSIVE ENTRY TO



- ✓ **Consumer Education.**
- ✓ **Technological investment in research & development.**
- ✓ **Legislation.**
- ✓ **Innovation.**
- ✓ **Partnership and support from retailers.**
- ✓ **Risk.**

## In the context of your packaging innovation, what do you see as Sustainable Packaging?

Georgia Viner, Brand Manager - Banrock Station, Accolade Wines says, *“Like many industries and companies, we are on a journey with our packaging. It is not perfect yet – but we are steadfastly committed to constantly searching for new and better ways of doing things. This dedication to sustainability is reflected in our packaging innovations like the Banrock Station eco Bottle and many other improvements across the supply chain.”*

While Accolade Wines are proud of the progress they have made, they know that there is much more to do, and it is their ambition to make the wine industry more sustainable by working with stakeholders, including the Australian Government, Wine Australia, industry bodies and not-for-profit organisations.

They also see partnering with APCO as a key element in the journey of sustainable packaging and they are working to achieve the 2025 National Packaging Targets:

- 100% reusable, recyclable or compostable packaging.
- 70% of plastic packaging being recycled or composted.
- 50% of average recycled content included in packaging (revised from 30% in 2020).
- The phase out of problematic and unnecessary single-use plastics packaging.

Carbon neutrality is also an important step, which the company have already achieved across their entire European business and they are looking for ways to reduce their emissions across their global business.

## What would you say were the decision-making drivers (Internal and External) influencing your packaging design?

Sustainability is here to stay and it will to become more significant – it is becoming a must-have for consumers, and brands will need to respond.

Consumers are increasingly becoming aware of the impact of various packaging on the environment. Consumer research has shown them that consumers are willing to put their money where their mouth is and purchase products that are made from recycled and recyclable materials.

They know consumers are increasingly expecting industry to help drive change and provide eco options. Banrock Station wines is a brand that has 25-year sustainability heritage and its commitment to forging a more sustainable future for the planet. They are always looking for ways to improve the eco credentials for Banrock Station and this truly extends to their product and packaging.

## What benefits does this new design offer your business and your consumers? Why is the pack more sustainable?

The Eco Bottle is made from 100% recycled PET from pre-existing material. The bottle is 83% lighter than the average glass bottle, and the flat design takes up 40% less space, enabling nearly twice as many (91%) to fit on one pallet, which reduces the carbon emissions across the supply chain.

It is not just the environmental credentials of this bottle that set it apart – the lighter, unbreakable recycled PET plastic bottle is much more convenient for picnics or popping in the esky on holiday.



## What volumes of materials, packaging and waste have you saved by designing this new packaging?

### Did you do this through changing materials, lightweighting, recycled content, making the packs recyclable or reusable?

Already Accolade Wines has achieved a great deal on their sustainability journey and they have more to do.

For example, 98% of all Accolade Wines packaging is recyclable, they are phasing out hard to recycle materials, and across their range they are looking to increase recycled content and reduce bottle weights wherever they can. The innovation team is also finding new and disruptive ways to package their wines to reduce packaging waste. Accolade Wines have achieved 98% recyclable packaging across Australia and Europe and they have more to do. They are increasing recycled content and reducing bottle weights wherever they can and their global innovation team is finding new and disruptive ways to package their wines to reduce packaging waste.

They are continuously looking to innovate their packaging to offer more sustainable options such as:

- Wine in cans.
- Flat bottle.
- Smaller packs.
- Larger format such as wine on tap.
- Bagnums.

Accolade Wines regularly conduct packaging and waste audits to further reduce packaging and improve recycling rates. They are focused on reducing currently hard to recycle material e.g. bladders, liners, pouches, pallet wraps and polystyrene and are continuously looking at their suite of packaging for new ways to reduce their carbon footprint while offering consumers a new and compelling reason to purchase these products. All of their products globally carry recycling logo information which encourages consumers to recycle packaging for reuse.

## How much on-pack and off-pack information do you provide your customers?

ARL logos on back of pack to help their shoppers understand the bottle's next life. They share further information through the Banrock Station website.

The back label of Banrock Station eco Bottle Back label includes the below copy: *"This flat wine bottle, made from 100% recycled PET puts pre-existing plastic back to good use. This bottle has energy, space & weight savings which also reduce the wine's transport related CO<sub>2</sub> emissions. This bottle's weights 63g and is 84% lighter than a typical 750ml glass bottle."*

## On your entry form you would have indicated the companies/individuals involved in the development of the sustainable packaging design.

### Can you explain each of their roles?

Launching the flat rPET Packamama eco bottle was a truly cross functional project for the Innovation Team at Accolade Wines. They worked closely with Packamama and are proud to be one of the first companies to launch this novel packaging format in Australia. Packamama developed the bottle and they identified that traditional wine bottles and their transportation have the most significant impact on a bottle of wine's carbon footprint. Packamama are the IP holders of the bottle.

Accolade Wines cross functional teams: Procurement, Quality and Planning, Brand, Product Management, Legal, Compliance, Category, Shopper Marketing, Digital and PR teams all contributed to the launch of the product. The bottle was produced by Visy and Torresans Copacker to produce the product.



## BANROCK STATION ECO BOTTLE

### **What do you feel will be needed to further improve packaging design in the future? (e.g. education, investment, policy/legislation, tech, etc?)**

Accolade Wines know that there is much more to do, and it is their ambition to make the wine industry more sustainable by working with stakeholders, including the Australian Government, Wine Australia, industry bodies and not-for-profit organisations. All of this will need significant support from across the wine industry to continue to invest in research and development and technological improvements. They also know that consumer education is important. Wine is a very traditional category, so breaking away from traditional heavy glass bottles can be a challenge for some consumers.

### **What does your company have planned in the future? Any new innovations on the horizon?**

Accolade Wines are consistently looking to innovate their packaging to offer more sustainable options to consumers such as smaller format wine in cans, a range of portion sizes in glass, larger format such as wine on tap and bagnums (1.5L wine in a bag). They will continue to find new and disruptive ways to package their wines, reduce waste and drive toward a greener future. They are very excited that they will be launching Wise Wolf by Banrock Station soon in Australia. The Wise Wolf bottle will be made predominately from recycled glass (exact number to be confirmed post glass production). This is a first of its kind in Australia. Not only is the majority of the glass recycled, the label is made from 100% sugar cane byproduct and the cap is made from 40% recycled aluminium. Accolade Wines is also looking at their existing portfolio and looking at ways to reduce carbon footprint such as increasing light weighting.



## As a winner of the PIDA awards, how valuable is the award to your organisation?

Georgia Viner, Brand Manager - Banrock Station, Accolade Wines says, "We are passionate about the role we can play in helping our people, our industry and our planet thrive. It is our responsibility to make sure our growth is sustainable for our people, our industry and our planet. So this award means a great deal to the whole team involved in bringing the Eco Bottle to life. We hope the recognition inspires others in the wine industry to shift to the Eco Bottle to help reduce some of the negative impacts the wine industry has on the environment."



## You are now eligible to enter the WorldStar Packaging Awards with this design. What are your thoughts on now being able to represent Australia and New Zealand in the prestigious global awards program?



"We are passionate about the role we can play in helping our people, our industry and our planet thrive. We are also excited to represent Australia and New Zealand on the world stage for our Banrock Station Eco Bottle innovation and hope the recognition inspires others in the wine industry to take more action. We know there is a lot more to do and we are committed to ensuring our growth story is sustainable for our people, our industry and our planet," says Georgia Viner, Brand Manager - Banrock Station, Accolade Wines.



The Australasian Packaging Innovation & Design (PIDA) Awards are an Australia and New Zealand program that is coordinated by the Australian Institute of Packaging (AIP). The awards recognise companies and individuals who are making a significant difference in their field across Australia and New Zealand. The PIDA Awards are the exclusive entry point for Australia and New Zealand for the prestigious WorldStar Packaging Awards.

The Design Innovation of the Year company awards recognise organisations that have designed innovative packaging within each of these six manufacturing categories:

- Food
- Beverage
- Health, Beauty & Wellness
- Domestic & Household
- Labelling & Decoration
- Outside of the Box

There are four special awards available:

- Sustainable Packaging Design
- Save Food Packaging Design
- Accessible & Inclusive Packaging Design
- Marketing Award

The **Sustainable Packaging Design Special Award** is designed to recognise companies that have developed innovative packaging solutions that incorporate sustainability considerations. All entries are judged on Sustainable Packaging Design considerations such as social impact, material, source reduction, energy and recovery and what packaging changes the company is undertaking to meet the 2025 National Packaging Targets. This is also a WorldStar Packaging Awards category.



The Australian Institute of Packaging (AIP) is the peak professional body for packaging education and training in Australasia. The AIP helps shape the careers of generations of packaging professionals – from packaging technologists to international packaging business leaders along with a host of people in associated disciplines – sales and marketing, purchasing, production and environment.

**Australian Institute of Packaging**

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