

# RED, WHITE & GREEN WINE

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# WINE.COM GREEN INITIATIVES

## Product Development:


- Expanding & categorizing assortment of “green” wines
- Creating “green” gifts for our gift assortment

## Internally & Industry:

- Reduce excessive packaging in gift business
- Increase awareness of the carbon footprint from:
  - Heavy bottles
  - Useless pine boxes



# GREEN WINE ASSORTMENT

Green wines are found in our assortment represented with an  icon, along with specific navigation to the complete list

Our green attribute defined:

- The wines included on our list of “green” wines use sustainable, organic and/or biodynamic practices in the vineyard and/or winemaking process. We rely on a number of U.S. and International certifications to qualify wines “green”
- Today we have a selection of over 150 wines
- Sales from green wine grew 122% in the first 11 months 2008 vs 2009



# GREEN GIFTS

Three green gift sets in our Holiday '09 catalog:

- Organic Food & Wine Gift Basket
- Organic Wine Trio
- Eco Wine Trio



Organic Food & Wine - \$39.99



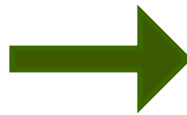
Eco Wine Trio - \$29.99  
10% retail price to EarthERA Trust



# GREEN GIFTS

Reduction of excessive packaging

- “Better wine. Less hay.”
- Food trays of corrugated gift-wrapped boxes are shipped with greater density and reduces intercompany distribution costs.





# INDUSTRY AWARENESS

Increase awareness of the carbon footprint from:

- Heavy bottles
  - Added weight increases footprint and freight expense
  - No noticeable improvement to the quality of the wine
- Useless pine boxes
  - Unnecessary added weight to overall carbon footprint
    - Winery to importer/wholesaler
    - Wholesaler to retail/restaurant
    - Not conducive to direct shipping thus creating a recycling bill for us!
  - No noticeable improvement to the quality of the wine