

the power of options

King Estate Winery

OREGON CHARDONNAY

As the largest winery in Oregon, King Estate Winery is committed to not only making great wine, but to making a difference for their customers, their community and the planet. For over 20 years, they have been fulfilling this commitment by producing wines of exceptional quality using organic and sustainable farming methods, meticulous fruit selection, impeccable winemaking practices and judicious blending. But it was their goal to extend these values to their packaging methods that brought this innovative winery and TricorBraun WinePak together in a partnership that sources the best of what both companies can do. The results are programs and systems that are consistent with the stewardship goals of both TricorBraun WinePak and King Estate - and because everyone involved is never content to rest on their laurels, they continue to work together, always striving to improve on their successes.

Thinking Outside the Bottle

King Estate had been working with another glass provider for over a decade when they first talked to TricorBraun WinePak about making a change to a more sustainable glass solution. But after they met with TricorBraun WinePak sales representative Gillian Brennan, they decided that the eco-glass they were looking for was only one of the changes they could make to forward their sustainability efforts. With deep, established relationships in both the region and the category, Gillian and King Estate analyzed existing processes and then, together, developed new programs that helped the winery reduce the impact of their packaging choices. In addition, the new programs introduced important new technologies, solutions to delivery challenges, a brilliantly conceived recycling program and more.



"King Estate is all about sustainability, supporting the environment and recycling so the new Dor-Kor filler that is being used to ship the glass from California to the Winery is GREAT! When TricorBraun Winepak helped us source this new filler and we saw that we could add it to our paper recycling program or return it for re-use, we knew it fit our mission perfectly. "

— Josh Rutherford, Purchasing Manager

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Modern Efficiencies and the Ancient Art of Winemaking

First, TricorBraun WinePak helped King Estate source a corrugated carton from a local company which also enabled them to incorporate an innovative QR code on those cartons and keep the printing process local. Then, a decision was made to employ sesame tape to seal the new cartons, providing a seamless closure, an easy-opening box and offering protection for the product and the guarantee of a clean display at select big box stores where this wine is sold. Next, delivery snafus were eliminated by the sourcing of a local, reliable trucking company and, finally, a modest new source of income arose from the implementation of an efficient internal recycling program. By putting an idle baler that was already at the Estate into use, the winery now crushes and bales their discarded cardboard, plastics and other recyclables and then, instead of using their own labor to transport their unbundled recyclables to a far-off facility as they used to, they simply call the recycling company to come pick it all up when they're ready... and the recycling company sends them a check for the proceeds!

A Sustainable Partnership

What started as a search for a simple eco-bottle has turned into a sustainable and rewarding partnership. TricorBraun WinePak now handles all of King Estate's wine packaging needs and, as King Estate expands their offerings into the personal care category, they have begun to work with other divisions of TricorBraun WinePak to source effective, creative and efficient packaging for the hand lotions and soaps made from lavender grown in the lush, rolling fields of the Estate's 1,000+ certified organic acres.

Bring Us Your Biggest Challenges

At TricorBraun WinePak, we specialize in innovation, effective new technologies, global sourcing, strategic thinking and, most of all, solutions. We look forward to working with you to help your business thrive.