

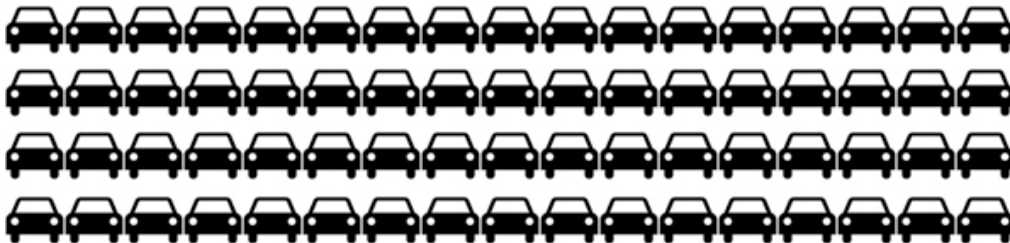
# <sup>GREEN</sup> ~~PURPLE~~ WINE COMPANY

## “GREEN” STATISTICS” FOR PURPLE WINE COMPANY VIA ITS SISTER PRODUCTION COMPANY: SONOMA WINE COMPANY

### WATER, ENERGY AND GREEN HOUSE GAS (GHG) STATISTICS

#### Mark West is proud to report in the last three years we’ve:

- Decreased wastewater generation per case from 3.81 to 3.14 gallons or **22%**
- Decreased natural gas use per case from .025 therms to .014 therms or **48%**
- Decreased electricity use per case from .75 kWh to .58 kWh or **29%**
- Decreased green house gas emissions by 436 metric tons of CO<sub>2</sub>  
(That’s equivalent to the annual emissions from 72 PASSENGER VEHICLES)



(Source: <http://www.epa.gov/cleanenergy/energy-resources/calculator.html>)

#### While decreasing wastewater, natural gas use and electricity use Mark West has:

- Increased bottling from 1.78m/year to 2.6m/year or **46%**
- Increased tank storage from 1.19m gallons to 1.36m gal or **14%**
- Increased barrels stored from 30,534 to 45,153 or **48%**
- **WITHOUT INCREASING REFRIGERATION TONNAGE!**

### HOW WE DID IT

#### Energy Efficiency Upgrades:

- Insulated 50 wine tanks
- Insulated glycol storage tank to reduce energy load
- Installed hot and cold water storage tanks to reduce energy load
- Replaced water boilers with 87% efficiency water heaters
- Replaced metal halide lighting with high efficiency T-5 fluorescents
- Replaced air compressor with variable speed on-demand features
- Installed variable frequency drives on motors
- Implemented wastewater monitoring system to regulate aerator use
- Installed Cool® roof -foam insulated, reflective roofing
- Installed hot and cold supply line insulation
- Installed glycol cooling system (replaced Freon air handler units)

## Water Efficiency Upgrades:

- Centralized water intakes to increase psi which reduces water use
- Installed a mechanized Tom Beard barrel washer with capture of final rinse for re-use as first rough rinse. **Estimated water savings of 33 %**
- Recapture of water softening discharge for re-use
- Added steam sterilization of bottling lines: **Daily average water savings of 1,700 GALLONS**
- Installed a very impressive *Wiped Film Rotating Disc* evaporator for wastewater treatment. **This will allow us to reuse 2,300 GALLONS of treated process water per day.**
- 24K sq. ft. Canopy Project - Will divert up to **1 million gallons** of rain water out of waste water pond. **Equivalent to ~ 250,000 cases of additional production.**

## In the Near Future:

- Installation of renewable energy technology: solar photovoltaic and thermal solar power

## SAVE THE ENVIRONMENT, SAVE SOME MONEY

- PG&E natural gas savings: 20,849 @ therm @ \$0.80 = **\$16,679**
- PG&E rebates for electricity savings: **\$187,292**
- PG&E estimated avoided energy use: **2 million kW** and **50,000 therms**

## PRESS

“Sonoma Wine Company Plans \$3 Million Dollar Conservation Project”  
*North Bay Business Journal, August 7, 2006*

“Sonoma Wine Company: Sustainable Expansion Yields Barrels of Benefits”  
*Climate Leaders Carbon Copy, Spring 2007 Edition*

“Case Study in Wine Production: How did Sonoma Wine Company save money, water and energy while doubling production?”  
*Wine Business Monthly, May 2007*

## AWARDS & RECOGNITION

PG&E Recognition for Outstanding Performance in Achieving Energy Efficiency  
PG&E Recognition of Your Commitment to Energy Efficiency and Sustainable Design  
2007 Energy Star Small Business and Congregations award

## MEMBERSHIPS

**Climate Protection Campaign, EPA’s Climate Leaders, Sonoma County Green Business Program, BEA-Business Environmental Alliance, Sustainable Wine Growing Program**

\*In 2006, SWC completed the Sustainable Winegrowing Assessment to introduce, review and assess sustainable practices within the winery, based on twelve categories covering vineyard, winery and community.