WHY RETURN & REUSE

Did you know that the wine bottle alone is at least 50% of the total carbon footprint of a wine? Recycling is great, and you should recycle when that's the best option but it only reduces the carbon footprint by 20%. Not to mention that less than 30% of glass bottles in the US actually get recycled. All the rest ends up in the landfill - 10% of the US landfill by weight is glass. Glass is designed for cleaning and reuse, just as we do with our dinner glasses and dishes at home, so let's do that and reduce the carbon footprint of our wine by as much as 90% with repeated reuse.

HOW DOES IT WORK

The Gotham Project pioneered wine on tap for restaurants by the glass and we have since realized that if we can collect an empty keg, return it, clean it and then refill it, there's no reason why we can't also do that with glass. For this to work we need your participation. After you finish this delicious bottle of wine please give it a rinse and then put it somewhere out of the way. When you next return to your favorite wine shop where you bought it, hand it back and they will collect them for us. Once 2 cases of empties are accumulated (please note we can only take back these custom Return & Reuse bottles), the distributor picks it up and returns it to the warehouse. We'll take it from there.

THE WINES

- **Daisy, Sauvignon Blanc, California.**
  Sustainably farmed from 3 counties (Monterrey, Lake and Santa Barbara). Cold, slow fermentations in stainless steel. High tone & rich.

- **Famille Bieler Côtes du Rhône, France.**
  Sustainably farmed syrah and grenache in the town of Valreas. Native yeast, some stems, concrete fermented and aged.

- **Dol Buono, Sangiovese, Tuscany, Italy.**
  Organically farmed hillside vineyards. Fermented and aged in stainless steel. Pure silk with flavors of ripe bing cherries.

- **Domaine Brossette, Beaujolais, France.**
  Sustainably farmed from hillside vineyard sites in the town of Theizé produce Gamay at it's juicy finest.

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