

**CHRISTENED AS “NUEVO MUNDO”  
('NEW WORLD'):**

## **THE DE MARTINO FAMILY LAUNCHES THE FIRST CARBON NEUTRAL WINE IN SOUTH AMERICA**



**Living in a new world. That is the concept that the De Martino winery is looking to convey to the consumer with the release of its Nuevo Mundo (New World) wine, the first Carbon Neutral wine in Chile and Latin America.**

**Produced from organically grown grapes in the Maipo Valley (BCS OKO-Garantie certified), this product has been certified as Carbon Neutral by the Carbon Reduction Institute and its offices in Chile—Green Solutions.**

**Nuevo Mundo is the first wine to have achieved Carbon Neutral certification at every stage of production, as—from birth until its arrival at the customer—all of the greenhouse gases released during its productions, packaging and delivery have been reduced to zero, making this a wine which does not impact negatively on climate change.**



- **Eco-friendly bottles are made from 35% recycled materials and have been reduced in weight by 9%.**
- **US Transport from Organic Vintners (US Importer) warehouse to each distributor has been accounted for and neutralized.**
- **High level of carbon emissions from business trips made by commercial team have been identified and neutralized.**
- **Labels are made from recycled paper and have low ink content.**
- **Amount of packaging and weight of boxes have been reduced and are made from recycled cardboard.**

**As a producer of premium wines in Chile, De Martino has been a pioneer and leader in sustainable organic production and in taking action against climate change. This fact is in keeping with the winery’s philosophy and its permanent commitment to respect the environment and local conservation in the production of its world class wines.**



## WHAT IS A CARBON CREDIT?

A carbon credit is equal to one ton reduction in the amount of carbon dioxide in our atmosphere. The sale of carbon credits helps to finance projects that reduce the emission of greenhouse gases or that prevent them from being processed in our atmosphere.



## WHAT DOES BEING CARBON NEUTRAL MEAN?

The definition of carbon neutral is any activity, product, service or organization that has reduced its greenhouse gas emissions both direct and indirect, and has neutralized the impact on climate change caused by any remaining emissions but also those from the entire supply chain. As well as directly decreasing global warming, it promotes the development of environmentally friendly initiatives.



## PRACTICES

### Vineyard Management

- Organic practices and production
- Isla de Maipo Estate vineyard within one mile from the wine cellar
- Compost: one-seventh reduction of CO2 emissions generated by the use of organic compost vs. traditional methods
- Energy and water efficient production processes: Reduction in water consumption for irrigation and production, 18% and 30%, respectively (Internal Program of Reduction and Efficiency, 2007-2008 period).
- Water treatment: Reduction in waste products through Industrial Liquid Waste Treatment Plant.



## PRODUCT

- Made with native yeasts
- Low sulfite levels
- Labels made with recycled, chlorine free paper with low ink content
- Reduction of 9% in glass bottle weight
- Eco friendly light weight glass bottles (35% recycled materials)
- Boxes made from recycled cardboard



## FREIGHT

- Bottle Reduction Plan: the 9% glass weight reduction decreases the greenhouse emissions due to transport



# U.S. Importer—Organic Vintners

Sauvignon Blanc 2009

Cabernet Sauvignon 2008

Cabernet Sauvignon/ Carmenère 2008

Cabernet Sauvignon/ Malbec 2008