

# WINE BUSINESS MONTHLY

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## Wente Vineyards: Multi-Generational Family Winery Profits from Sustainable Practices

— Michael S. Lasky —

As the fifth-generation winegrower and viticulturist with her family's winery, **Niki Wente** was forthright when she declared, "Sustainability in the vineyard has always been our practice, and we wouldn't still be here after 136 years otherwise."

"I think that that's the way that the world is moving. We read more and more about people who are really worried about the environment. As a consumer, I think that that would drive a decision when you're purchasing a bottle of wine. I know a lot of people purchase wines that are organic, which is kind of on the same sustainability, organics, biodynamics wavelength. People who make those choices are looking at the label and seeing if it does say organic wine or sustainable wine, that sort of thing. For other consumers, as they learn more about the differences between conventional farming compared to sustainable, sustainable notations on wine labels will become valuable to their buying decisions," Wente maintained.

**WENTE**  
VINEYARDS

### Wente Vineyards is Certified Sustainable



#### PROMOTING CERTIFIED SUSTAINABLE LOGO, 2017 VINTAGE AND BEYOND:

- **LABELS:** Certified Sustainable Logo to be featured on Wente Vineyards back labels.
- **SHIPPERS:** Logo also to be Featured on Wente Vineyards case shippers.
- **IN-STORE POS:** For select wines, pre-packaged necker POS (packaged at the winery) will also highlight certified sustainable logo.



Wente Vineyards is proactive in promoting its sustainability certification and practices on its labels.



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