

# Think Green Drink Red

## Pend d'Oreille Winery Releases Refillable Bottles

FOR IMMEDIATE RELEASE

Media Contact - Lisa Gerber - Big Leap Creative

Email: [lisa@bigleapcreative.com](mailto:lisa@bigleapcreative.com)

February 16, 2009 (Sandpoint, ID) - Pend d'Oreille Winery's popular **Bistro Rouge** table wine is now available in a refillable 1.5 liter bottle.

The idea came from Co-Proprietor, **Julie Meyer**, who was frustrated seeing glass from Sandpoint getting reintegrated into other solid waste after being sorted by residents for the city's curb-side recycling program. Because there is no market for the recycled glass the city has no choice but to reintegrate the glass into the solid waste for disposal at a landfill in Eastern Oregon.

The staff at Pend d'Oreille Winery brainstormed the problem and came up with a concept of producing 1.5 liter bottles with a generic silk screened label of their popular **Bistro Rouge Red Table Wine**. Even better, they found a local commercial printer, **Litehouse Custom Printing** [www.lcpmugs.com](http://www.lcpmugs.com), to print the label on the bottles. Once purchased, the clients clean their own bottle and bring it back to the Winery for a refill.



Because it is a generic label, the blend can change. Winemaker **Steve Meyer** loves the freedom to create wines that are fun to blend, market and enjoy with the public. "The program has been enthusiastically accepted by our clients who love the idea of coming into the Winery to get their personal bottle refilled. It gives us a chance to touch base with them and to return the favor by putting a delicious wine into a reusable and sustainable container. It's a Win - Wine idea" chuckles Meyer.

### About Pend d'Oreille Winery

Located in downtown Sandpoint, Idaho, winemaker Steve Meyer uses traditional French methods and grapes sourced from world-class vineyards around the Northwest to produce award winning wines including Chardonnay, Pinot Gris, Syrah, Merlot, Cabernet Sauvignon, Cabernet Franc, the very popular Huckleberry Blush and reserve wines. The wine bar, tasting room and gift shop, including unique gifts for home, life and garden are open daily for tours, tastings, and live music most weekends.

For more information, visit [www.powine.com](http://www.powine.com) or call 208-265-8545.

### Recent Awards:

**Northwest Wine Summit** - 2005 Sangiovese - Gold Medal, 2005 Syrah- Silver Medal, 2005 Malbec - Bronze Medal, 2005 Cabernet Franc - Silver Medal, 2007 Rosette de Syrah - Silver Medal

**Tri Cities Wine Festival** - 2005 Cabernet Franc - Gold Medal, 2005 Cabernet Sauvignon - Silver Medal, 2005 Syrah - Silver Medal, 2006 Bistro Rouge - Silver Medal

**BTI** - 2008 World Value Wine Championship - 2007 Viognier - 89 points and Silver Medal, 2007 Pinot Gris - 81 points and Bronze Medal