

## Press release

Paris, 13 November 2025

# Verallia unveils the Burgundy Air 300G: The world's lightest burgundy bottle

**As Europe's leading glass packaging producer for beverages and food, Verallia takes another step in its lightweighting revolution with the launch of the Burgundy Air 300g, the world's first ultra-light Burgundy bottle, standing 290mm tall.**

A model of disruptive eco-design, it preserves the iconic silhouette of traditional Burgundy bottles significantly reducing its environmental footprint. With the Burgundy Air 300G, Verallia once again confirms its pioneering role in transforming glass packaging to support the wine industry's sustainability and competitiveness.



## A TECHNICAL FEAT SERVING THE ENVIRONMENT

This innovation stems from years of R&D expertise and state-of-the-art industrial know-how. The challenge was to maintain the distinctive aesthetics of Burgundy bottles while drastically cutting their weight.

**Weighing just 300 grams (compared to the European average of 450g<sup>1</sup>)** with a 75 cl capacity, **the Bourgogne Air 300G reduces raw material use and CO<sub>2</sub> emissions by 33%.** Producing one million bottles saves 66 tonnes of CO<sub>2</sub> (scopes 1 and 2), 279 MWh of energy, and 76 m<sup>3</sup> of water. Depending on the glass colour, it can contain up to 86% recycled glass, further minimizing its environmental impact.

## THE « AIR » RANGE: A BREATH OF INNOVATION

Following the success of the Bordelaise Air 300G, launched in November 2023 and now distributed in six European countries, along with the Air jars and My Air, Verallia expands its Air range with Burgundy Air 300G. The Air collection embodies Verallia's conviction: **to lighten is to transform**, offering producers and consumers a new generation of packaging that combines lightness, aesthetics, and logistical efficiency. The Burgundy Air 300G will soon be available with both screw and cork finishes, and in

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<sup>1</sup> According to the latest figures released by the European Container Glass Federation (FEVE) for the year 2023



three colours: antique green, dead leaf, and flint (clear). It will be showcased at SITEVI 2025 in Montpellier, from November 25-27.

*"After the successful launch of the 300g Bordeaux bottle, we're extremely pleased Verallia has also developed a 300g Burgundy. The look is comparable to the existing 395g, which will assist with on-shelf presence and marketability. Given the current economic pressures on the UK market, this reduced-weight 300g bottle offers a competitive advantage through product differentiation, enhancing market appeal while also contributing to lower Extended Producer Responsibility (EPR) liability and a reduced carbon footprint"* comments **Trevor Lloyd, Director of Planning and Procurement at Greencroft Bottling**. *"As a sustainable business predominantly powered by renewable energy, we believe it's essential to lead the way by offering customers innovative solutions that combine sustainability with commercial advantage."*

## MEETING MARKET EXPECTATIONS

Amid rapid changes in the wine and spirits sector, and under new European regulations promoting circular economy and responsible innovation, the Burgundy Air 300G directly addresses key market needs:

- Consumers who value environmental responsibility and respect for tradition.
- Producers and distributors seeking to decarbonize their value chains.

By developing the Burgundy Air 300G, Verallia demonstrates that innovation, tradition, and responsibility can coexist in a single bottle.

*"Verallia is proud to introduce a disruptive innovation for the Burgundy market," says **Marie-Astrid Gossé, Group Marketing Director at Verallia**. "This new reference combines record-breaking lightness with iconic design, underscoring our commitment to supporting the wine industry's decarbonization. Thanks to our technical expertise and perfect control of production processes, we are proud to offer innovative solutions tailored to every need. This bottle embodies a true breakthrough — the result of over 15 years of experience in lightweighting — serving both our clients and the environmental transition."*

## AN INNOVATION ALIGNED WITH VERALLIA'S CSR STRATEGY

**The Verallia Air range is fully aligned with the Group's Net Zero 2040 roadmap**, an ambitious goal to reduce CO<sub>2</sub> emissions (scopes 1 and 2) by 90% and offset the remaining 10% by 2040, compared with 2019 levels.

This range introduces breakthrough innovations in eco-design and represents a new generation of ultra-light glass packaging, designed to drastically reduce environmental impact while maintaining the high standards of quality and aesthetics our clients expect.



### **About Verallia**

At Verallia, our purpose is to re-imagine glass for a sustainable future. We want to redefine how glass is produced, reused and recycled, to make it the world's most sustainable packaging material. We work together with our customers, suppliers and other partners across the value chain to develop new, beneficial and sustainable solutions for all.

With almost 11,000 employees and 35 glass production facilities in 12 countries, we are the European leader and world's third-largest producer of glass packaging for beverages and food products. We offer innovative, customised and environmentally friendly solutions to over 10,000 businesses worldwide. Verallia produced more than 16 billion glass bottles and jars and recorded revenue of €3.5 billion in 2024.

Verallia's CSR strategy has been recognized with the Platinum Ecovadis medal, placing the Group in the Top 1% of companies assessed by Ecovadis. In September 2025, SBTi officially validates Verallia's long-term Net Zero 2040 target according to its Net-Zero Standard. By 2040, Verallia commits to reducing its CO<sub>2</sub> emissions from scopes 1 & 2 by 90% and offsetting the remaining 10% compared to 2019 base year. This target is aligned with the 1.5°C climate trajectory set by the Paris Agreement.

Verallia is listed on compartment A of the regulated market of Euronext Paris (Ticker: VRLA – ISIN: FR0013447729) and trades on the following indices: CAC SBT 1.5°, SBF 120, CAC Mid 60, CAC Mid & Small and CAC All-Tradable.

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