

STRATEGIES FOR PACKAGING OPTIMIZATION IN THE WINE INDUSTRY

Andreea GRIGORE-SAVA¹, Ioan PRIGOREANU¹, Gabriela IGNAT¹

e-mail:andreea.sava@iuls.ro

Abstract

This study addresses significant aspects of the wine industry, focusing on wine packaging and analyzing the environmental impact of materials used by producers. The circular economy, applied to waste minimization through the integration of sustainable solutions into the production cycle, along with innovations in this sector, represents important components in developing and ensuring a sustainable future. Identifying materials with a reduced environmental impact, such as recycled glass, biodegradable cardboard, or innovative materials like bioplastic, constitutes the first step in conducting a customized study aimed to create sustainable packaging. The second essential aspect is the analysis of the direct impact of these materials on the greenhouse gas emissions of the wine industry. The next step is validating the logistics chain to identify partners that use renewable energy sources in the production process, in order to ensure that indirect emissions do not negatively influence the company's carbon footprint. The final step involves the integration of the new packaging into the production cycle and optimizing it to foster consumer loyalty. Designing sustainable packaging for the wine industry requires careful analysis, integrating innovation, renewable energy sources, and eco-friendly materials. It is important to consider the entire product life cycle, from production to recycling, to ensure minimal environmental impact. Only by adopting these practices can the wine industry contribute to environmental protection and promote responsible consumption.

Keywords: sustainability, wine industry, eco-friendly packaging, circular economy