



MATARRÓMERA



Matarromera Winery launches a development project to create new, lighter, sustainable packaging in order to reduce GHG emissions and energy consumption

- **The EEA Grants programme, funded by Norway, Iceland and Liechtenstein, has provided the financing for this new eco-design research project, which sets out to create lighter, completely recyclable packaging with higher thermal resistance and a lower environmental impact.**
- **The new eco-design will take the form of a PLA bottle, made entirely from renewable materials such as corn, beets, wheat and other products rich in starch.**

Matarromera Winery is one of the Spanish companies fortunate enough to receive funding from the EEA GRANTS programme, sponsored by Norway, Iceland and Liechtenstein, as well as the Spanish Ministry of Science and Innovation, under the 2014 CDTI call for proposals.

This research project forms part and parcel of Matarromera Winery's unwavering commitment to environmental sustainability. The company has come to be seen, both on the national and international levels, as a champion of this cause and one of the most renowned Spanish SMEs with regard to innovation in this field.

EEA GRANTS is the sponsor behind this eco-design development project which, spanning vineyard and winery alike, seeks to reduce the emission of greenhouse (GHG) gases in wineries as well as study the viability of using PLA (Polylactic acid) for marketing wine on Norwegian airlines.

This project therefore has two aims: to reduce the emissions and energy consumption involved in the production process by 20% relative to current levels, and to develop a major innovative product that makes use of a new packaging material for wines, coated PLA, which features similar properties to PET (a synthetic material commonly used in drinks bottles), but is far lighter than the latter and, in turn, significantly lighter than glass. This material can therefore pave the way for a crucial carbon footprint reduction and lowering of the environmental impact incurred through wine production.

All this results in greater competitiveness and diversification of products against others available on the market, which in turn allows them to be brought to Nordic countries and markets that are highly environmentally conscious, such as those of Nordic nations and Norway in particular, and much stricter when it comes to environmental legislation. With ample experience in supplying wine to various airlines (Iberia, American Airlines, British Airways, etc.), this initiative focuses its attention primarily on developing this market on Nordic and Scandinavian airlines.

The project is split into various lines of inquiry, which include studying the viability of using PLA in wine bottling, implementing eco-designs, quantifying GHG emissions and the energy efficiency of processes that make use of eco-designs, studying the economic viability of utilising PLA in the winemaking industry and setting out a guide for good practice.

