

# Americans Care About

# sustainability



Sustainability is important to many Americans. A growing number of consumers say that given a choice they prefer wines that are produced sustainably and ethically.



83%

of Americans consider sustainability when buying food

76%

of the public believe an independent third-party certification is the best way to verify a product's social or environmental claim

66%

of sustainable wine consumers identify eco-friendly wine at point of purchase via labels and in-store information



Show you care with a dedicated SIP Certified Sustainable display!

Sustainability in Practice (SIP) Certified is one of the wine industry's oldest and most important third-party assessment programs. It utilizes a block-to-bottle, integrated approach to management, enabling farmers, wineries and winemakers to preserve the environment and protect human resources.