

# Press Release

## **Vetropack launches Europe's lightest Rhinewine bottle and supports new reusable bottle scheme**

**Bülach, June 3, 2026 – Vetropack is breaking new ground in improving the environmental sustainability of the Austrian wine industry with two innovative solutions. The glass packaging manufacturer has further developed the classic 0.75-litre Rhinewine bottle, significantly reducing its weight while retaining the same dimensions. Weighing just 350 grams, it is currently the lightest Rhinewine bottle in Europe. At the same time, Vetropack is supporting the recently introduced reusable wine bottle system in Austria with a newly developed reusable Rhinewine bottle.**

The benefits for wine bottlers are considerable. The reduced bottle weight lowers CO<sub>2</sub> emissions throughout the supply chain – from production and transport to distribution. It also reduces material, logistics, and licensing costs. This is particularly relevant for export markets with weight restrictions on glass packaging. Regional production in Austria further shortens transport routes and improves the product's environmental footprint. In addition, the lightweight bottle is made from around 80 percent recycled glass. Compared with a conventional Rhinewine bottle, the lightweight bottle generates 33 grams, or 13 percent, less CO<sub>2</sub> over a transport distance of 100 kilometres.

With this significantly lighter Rhinewine bottle, Vetropack is setting a new benchmark for the industry: Despite its reduced weight, the bottle retains its familiar shape without compromising stability or functionality. The new Rhinewine bottle has been available in olive and cuvée since April 2026.

### **Thoroughly tested and proven**

Development began in the third quarter of 2025. Thanks to the company's strong development expertise, the design phase was quickly followed by extensive testing, including impact tests using the [ShockQC inline sensor](#). In February 2026, Vetropack produced the initial large batch, which was then tested by selected major bottlers – with consistently positive results. "Reducing the weight of a 750-ml Rhine wine bottle to 350 grams is a significant technological achievement. The key was working closely with our technical teams to develop a solution that not only meets the mechanical requirements of our customers' bottling and logistics processes but also delivers an attractive appearance," explains Harald Geist of Vetropack. "The tests confirm that we have achieved this goal."

**Reusable pool solution**

At almost the same time, following a two-year development phase, a pooling scheme for reusable wine bottles is being launched in Austria. The Austrian Ecology Institute is coordinating the project in close collaboration with winegrowers and key stakeholders. Vetropack is already producing the new returnable Rhinewine bottles at its Pöchlarn site. The olive-green bottle has been available to all businesses participating in the pool scheme since spring 2026. The pool is managed by the Genossenschaft Deutscher Brunnen.

“With the pool solution, winegrowers now have access for the first time to an elegantly designed, reusable wine bottle that is particularly well-suited to direct sales or use at green events,” says Harald Geist about the new system. “In addition to CO<sub>2</sub> savings of up to 90 percent across the value chain, users also benefit from standardised processes, for example in cleaning and logistics.” With a height of 340 mm, the bottle is optimised for efficiency in logistics and can be stacked up to four layers high. A four-sided reusable embossing ensures that the bottle remains clearly identifiable at all times. In addition, this is the first reusable wine bottle with a BVS finish to be produced in Austria. This reinforced, specially developed neck ensures the necessary robustness for reusable cycles and industrial filling processes. The first market participants are already using the system, and the solution is also attracting interest in neighbouring countries. A matching six-pack crate is expected to be launched in July.



**Image 1:**

Weighing just 350 grams, the Rhinewine bottle, produced exclusively in Austria by Vetropack, is the lightest in Europe. In addition, it is made from around 80 percent recycled glass. Compared with a conventional Rhinewine bottle, the lightweight bottle generates 33 grams, or 13 percent, less CO<sub>2</sub> over a transport distance of 100 kilometres.



**Image 2:**

A four-sided reusable embossing ensures that the bottle remains clearly identifiable at all times. In addition, this is the first reusable wine bottle with a BVS finish to be produced in Austria. Particularly well suited to green events: the new Austrian reusable Rhinewine bottle.



**Image 3:**

The new 350-gram Rhinewine bottle and the 514-gram reusable Rhinewine bottle from Vetropack. With the two bottle variants, the company offers tailored solutions for a wide range of customer requirements and applications.

### **About Vetropack Group**

The Vetropack Group numbers among Europe's leading manufacturers of glass packaging for the food and beverage industry, with 3,532 employees and net sales of CHF 778.9 million in 2025. Vetropack has state-of-the-art production plants as well as sales and distribution offices in Switzerland, Austria, the Czech Republic, Croatia, Slovakia, Ukraine, Italy, the Republic of Moldova and Romania.

Through our work, we enable people to enjoy food and beverages in the most elegant, safest and most responsible way. This is because glass is a sustainable packaging solution – and the perfect material to ensure that food is packaged safely. With our holistic Service plus+ approach, we help our customers to optimise their value chains and guarantee consumers' safety. To this end, we endeavour to build close and long-lasting relationships. Guided by our understanding of environmental responsibility and cost efficiency, we aim to minimise our carbon footprint throughout the supply chain, and we are committed to recycling as the key to optimising product life-cycles.

#### **For further information:**

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