

VIÑA CONCHA Y TORO / USA

CSR Highlights

Viña Concha y Toro USA is a leading U.S. marketer of wines, with a focus on crafting and importing wines made from sustainable and regenerative organic grapes. Our California-based winery, Bonterra Organic Estates, is the largest winery in the U.S. to be named a Certified B Corporation. We aim to consistently evaluate our business to find ways to become ever more resourceful, innovative and ultimately regenerative, because we know continual improvement is the key to a truly sustainable tomorrow. With decades of California wine growing and winemaking experience behind us, we are proud of the many decisions and milestones that have shaped our values and driven us to champion sustainability – first by the founding Fetzer family, trailblazers in California winegrowing, and in the years since by our colleagues, partners, stakeholders and current ownership, Viña Concha y Toro.

Location: Hopland, California

Employees: 200-300

Annual case representation: Approx. 4 million 9L cases/year

Portfolio: Includes Casillero del Diablo, Bonterra Organic Estates, 1000 Stories, Don Melchor, Trivento, Fetzer, Cono Sur, Marques de Casa Concha, Anthony's Hill, Frontera, Gran Reserva, Terrunyo, Alea Fina, Fringe Collective, Relay, Sanctuary, Amelia, Unrated

Certified B Corporation: We're proud that as a B Corporation we are certified to be better for the environment, better for communities and better for workers. See our [B Impact Report](#).



SUSTAINABILITY MILESTONES

1968 – Founded with an Earth-friendly ethos by the Fetzer family, trailblazers in California winegrowing.

1990 – Began tracking and reducing waste.

1993 – First wine from organic grapes released as “Bonterra by Fetzer,” later simply known as “Bonterra.”

1999 – Switched to 100% renewable energy at our Hopland winery, the first U.S. wine company to do so.

2001 – Obtained Biodynamic® certification from Demeter US for a number of our Mendocino vineyards.

2005 – Became 1st winery to report and verify greenhouse gas emissions with The Climate Registry.

2008 – Received first Enhanced Environmental and Economic Leadership Award from California governor.

2014 – Following years of waste reduction, became Zero Waste certified by the U.S. Zero Waste Business Council (now Green Business Certification Inc. TRUE Zero Waste Certification).

2015 – Became certified as a B Corporation, today the largest B Corp winery in the U.S.

2015 – Named the first recipient of the California Green Medal Leader Award, a Wine Institute initiative.

2015 – Presented on carbon neutral winegrowing best practices at the official Business Forum for COP21, the Paris Climate Talks.

2017 – Received an Environmental Leader Project of the Year Award for our BioFiltro BIDA® wastewater system, which uses worms and microbes to naturally return water to beneficial use.

2017 – At COP23, the United Nations recognized us as one of 19 global “Lighthouse Activities” awarded a “Momentum for Change” award for its climate-smart practices.

2018 – Recognized in the category of Waste Reduction, selected for a Governor’s Environmental and Economic Leadership Award (GEELA) for our pacesetting waste management program.

2018 & 2019 – Recognized alongside leading global certified B Corporations as a “Changemaker.”

2019 – Bonterra’s Tastes Like Saving the Planet advertising campaign is awarded a Green Medal (The Drinks Business) for furthering consumer awareness of climate-smart regenerative organic winegrowing.

2020 – Declared a climate emergency and made a commitment to being climate positive in our business operations by 2030, in line with global efforts keep global temperature rise below 1.50 Celsius.

2021 – Fetzer and Bonterra publish their carbon footprints and become Climate Neutral® Certified brands.

2021 – Achieved Regenerative Organic Certification (ROC™) Silver for 100% of estate vineyards and winery.