Domaine Serene and Saverglass Launch Lightweight Cépage Eco Bottle to Advance Sustainable Luxury Wine Packaging

Oregon luxury winery reduces bottle weight 30% while preserving iconic packaging design.



Domaine Serene and Evenstad Estates: Standard vs. 30% Reduced-Weight Saverglass Bottle

FAIRFIELD, CA, UNITED STATES, September 18, 2026 / EINPresswire.com/ -- DAYTON, Ore. and FAIRFIELD, Calif. – September 18, 2026 – Domaine Serene and Saverglass today announced the launch of the new Cépage Eco bottle, a redesigned lightweight package that reduces environmental impact while preserving the distinctive design and premium experience associated with one of Oregon's most recognized luxury wine brands.

The collaboration represents a significant sustainability milestone for Domaine Serene, the flagship estate of Evenstad Estates, a family-owned portfolio of wineries spanning Oregon's Willamette Valley and Burgundy, France. The new bottle reduces glass weight by more than 200 grams, a 30% reduction, while maintaining the structural integrity, aesthetics, and performance required across Domaine Serene's global production operations.

Founded by Grace and Ken Evenstad in 1989, Domaine Serene was built on a commitment to producing world-class Pinot Noir and Chardonnay while preserving the land that makes those wines possible. As an estate producer, the winery manages every stage of production, from vineyard to bottle, making sustainability and environmental stewardship central to its long-term vision.

"The land is where everything begins for us," said Chris Ramsey, Director of Wine Operations & Development at Domaine Serene. "Protecting it means continually looking for ways to improve

every part of our process, including the way we package and deliver our wines."

Preserving an Icon Through Innovation

For more than 35 years, the Cépage bottle has been a defining element of Domaine Serene's brand identity. Its distinctive silhouette and premium presentation have become closely associated with the winery's pursuit of excellence, making any redesign a significant challenge.

The goal was not simply to create a lighter bottle, but to develop a solution that maintained the character and craftsmanship consumers recognize while reducing its environmental footprint.

Working closely with Saverglass, Domaine Serene developed a lightweight solution designed around three key objectives: preserving the bottle's iconic silhouette, maintaining structural performance throughout operations, and ensuring the highest standards of quality and safety.

"The shape of the bottle has been the same for 35 years," said Michael Fay, VP of Winemaking & Viticulture, Evenstad Estates. "It represents our history and our brand. We needed a partner who understood that reducing weight could not come at the expense of what makes the bottle special."

Through a collaborative design and engineering process, Saverglass refined the Cépage bottle to achieve meaningful weight reduction while preserving its premium aesthetic and functionality.



Lightweight Saverglass Bottle Performing on Domaine Serene High-Speed Bottling Line



Domaine Serene and Evenstad Estates 30% Lightweight Saverglass Bottle

A Measurable Sustainability Impact

The new Cépage Eco bottle is expected to reduce Domaine Serene's carbon footprint associated with glass production and transportation. The weight reduction translates to approximately 15 metric tons of avoided carbon emissions annually and nearly 250,000 pounds less glass transported each year.

The bottle will be used across Domaine Serene's estate wines in both Oregon and Burgundy, creating a unified global package for the brand for the first time.

"The depth of relationship and the depth of partnership we have with Saverglass allowed us to tackle that challenge and come out with an outcome that made Grace ecstatic," said Rusty Field, CEO & President, Evenstad Estates.

A Shared Commitment to Responsible Innovation

For Saverglass, the project reflects the company's focus on helping premium wine and spirits brands achieve sustainability goals through packaging innovation.

"Sustainability requires balancing environmental progress with the quality, performance, and identity our customers have built their brands on," said Matt Wilson, Senior Vice President Americas, Saverglass. "This project demonstrates what is possible when technical expertise and shared vision come together."

The Cépage Eco bottle represents more than a packaging redesign. It reflects Domaine Serene's belief that responsible innovation is essential to preserving the vineyards, ecosystems, and traditions that allow exceptional wines to be produced for generations.

"Making a lighter bottle and reducing our carbon footprint fits perfectly into what we wanted to accomplish," said Liz Lease-McCaffrey Chief Revenue & Marketing Officer at Domaine Serene. "If we want to make iconic Pinot Noir and Chardonnay for generations, we have to take care of our land and think about the environment."

Watch the film on the Saverglass Website or on YouTube. https://youtu.be/leg4mEJPZuA

About Saverglass

Saverglass is a world leader in the design, production, customization, and decoration of sustainably produced high-end glass bottles for the premium and ultra-premium spirits and wine markets. We are a privileged partner of the world's leading spirits and wine brands, as well as emerging brands committed to the quality and exclusivity of their packaging.

Our global network spans seven manufacturing sites and four decoration plants across three distinct operating regions, driven by leading-edge technologies, and our team's professionalism, ongoing training, and passion for excellence.

Saverglass became part of the Orora Group in December 2023. Orora is a global leader in the design, manufacture and decoration of glass bottles and aluminum cans. Listed on the Australian Securities Exchange (ASX), Orora's operations span Australasia, North America, Europe and the UAE. Servicing the global beverage industry, Orora works with some of the best-known drinks brands in the world, with a network of 17 production sites across several continents.

Tonya Edwards

Saverglass
+1 707-260-9057
email us here
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