

# Sustainable Labels for Wine, Spirits and Craft Beer

Labels + Packaging  
Product Guide  
Europe  
2020



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## Sustainable Labels for Wine, Spirits and Craft Beer

Winemakers know first-hand the effects of climate change and the importance of sustainability. After years of planting, caring for and harvesting the vines in ever-changing conditions, that first precious bottle is ready for a label. What will the label say about the journey from vine to bottle of the wine inside?

Until now, winemakers had a choice to make when choosing labels: either recycled content or an artfully designed label material with a premium look and feel. With the new range of sustainable wine labels, they can have both.



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### Key features

- Robust portfolio with a range of options
- Helps end-users meet and market their sustainability goals
- Facestocks made with responsibly-sourced ingredients, such as using cotton linters, agri-industrial by-products or bagasse fiber
- Excellent service for easy adoption and project flexibility

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### Applications

Wines/Spirits/Craft Beers/Premium food/  
Premium beverages

Of the earth, by the earth, for the earth  
— Crush range



The Crush range of facestocks is a sustainable wine label alternative. These papers are produced with 15 percent agri-industrial by-products and 40 percent post-consumer recycled paper, which results in 20 percent lower CO2 emissions than standard label papers.

**Fasson® rCrush Citrus FSC®**

Citrus mash, leftover from making fruit juice, is mixed with natural fibers to create a sustainable paper with a nice look and feel (pictured above). Fasson rCrush Citrus is made with a combination of post-consumer waste (40%) and citrus pulp (15%).

**Fasson® rCrush Grape FSC®**

Grape residue left over from pressing is combined with water and natural fibers to create a unique ecological paper. Fasson rCrush Grape is made from a combination of post-consumer waste (40%) and grape residue (15%).

**Fasson® rCrush Barley FSC®**

Barley waste from brewing beer and malt whiskey is used to create a unique paper. Fasson rCrush Barley is made from a combination of post-consumer waste (40%) and barley (15%) that would otherwise be destined for the landfill.

Nature's own feel of luxury  
— Cotton range



Unmatched for texture, our Cotton range delivers an exceptional tactile and visual experience. The materials are made of 100% cotton, offering soft to high-cotton tactility. Each option evokes an earth friendly look and feel. Colours include white, contemporary extra-white, and deep black without any white edges.

**Fasson® Cotton White** (pictured left)

**Fasson® Cotton Extra White**

**Fasson® Cotton Black**

A sustainable label for  
a premium vintage  
— Recycled range



**Fasson® rFrozen Pearl FSC**

Sparkling sustainability. rFrozen Pearl is a silver, pearlescent label material with a white/blue shimmering effect. It is made with 40 percent post-consumer recycled fibers. With its luxurious and shimmering aesthetics, this paper shines out on the shelf and is ideal for champagne, sparkling wine, rosé, and cosmetic applications.



**Fasson® rNaturel Blanc FSC**

Naturally soft. rNaturel Blanc is a white paper made with 100 percent recycled fiber. The whiteness level of the fine felt-marked label paper enables designers to have free reign with their creativity.



**Fasson® rGranit Blanc FSC**

Embossed to perfection. rGranit Blanc is a white paper made with 100 percent recycled fiber. The whiteness level of the embossed paper enables designers to have free reign with their creativity.



**Fasson® rFleury Chêne FSC**

From a beautiful wood. Designed for brands that seek to reduce their environmental impact, rFleury Chêne is an off-white, wood-flecked paper made with 30 percent recycled fiber, providing an attractive, natural color.



**Fasson® rFleury Antique FSC**

Antique appeal. Designed for brands that seek to reduce their environmental impact, rFleury Antique is a vanilla, wood-flecked paper made with 65 percent recycled fiber, providing an attractive, natural color.

## rCrush range

Code	Product Name	Sustainability Notes	MOQ(m <sup>2</sup> )	Lead time (days)
BD733	rCrush Grape FSC S2047N-BG45WH IMP FSC	Face material is made using 15% grape waste and 40% recycled fibers	250	(RW) 7
BT024	rCrush Barley FSC S2030-BG45WH FSC	Face material is made using 15% barley waste and 40% recycled fibers	250	(RW) 7
BT025	rCrush Citrus FSC S2030-BG45WH FSC	Face material is made using 15% citrus waste and 40% recycled fibers	250	(RW) 7
BU108	Dig Ind rCrush Grape FSC S2047N-BG45WH FSC	Face material is made using 15% grape waste and 40% recycled fibers	1,000	7

## Recycled range

Code	Product Name	Sustainability Notes	MOQ(m <sup>2</sup> )	Lead time (days)
AA525	rFleury Antique FSC S2047N-BG45WH IMP FSC	Face material is made with 65% recycled fibers	500	1
AG121	rFleury Chene FSC S2047N-BG45WH IMP FSC	Face material is made with 30% recycled fibers	500	1
AG130	rFleury Creme FSC S2047N-BG45WH IMP FSC	Face material is made with 65% recycled fibers	500	1
BQ924	rFrozen Pearl FSC S2047N-BG45WH IMP FSC	Face material is made with 40% recycled fibers	250	(RW) 7
BS184	rNaturel Blanc FSC S2047N-BG45WH IMP FSC	100% recycled facestock	250	(RW) 7
BS185	rGranit Blanc FSC S2047N-BG45WH IMP FSC	100% recycled facestock	250	(RW) 7
BU107	Dig Ind rGranit BI FSC S2047N-BG45WH FSC	100% recycled facestock	1,000	7

## Responsibly sourced range

Code	Product Name	Sustainability Notes	MOQ(m <sup>2</sup> )	Lead time (days)
AI020	Cane Fiber Paper White S2047N-BG45WH IMP	Face material is produced using a minimum of 90% bagasse fiber	250	(RW, EXACT) 1
AU266	Cotton White S2047N INC-BG45WH	Face material is made from 100% cotton linters	250	(RW) 1
AW682	Cotton Extra White S2047N INC-BG45WH IMP FSC	Face material is made from 100% cotton linters	250	(RW) 1
BH341	Cotton Black S2047N INC-BG45WH	Face material is made from 100% cotton linters	250	(RW) 7
BS095	MarbleBase S2030-BG45WH FSC	Face material is made from 80% calcium carbonate derived from marble mining	250	(RW) 7

Day(s) = Business day(s) (EXT) = Fasson® EXACT™ service (RW) = Fasson® Ready Width™ service

Visit [my-muse.com](https://my-muse.com) or Instagram [@m\\_uselive](https://www.instagram.com/m_uselive) for more label inspiration.

[label.averydennison.com](https://label.averydennison.com)

For more information on technical performance and printing recommendations, please refer to the respective datasheets. Please note that the Avery Dennison product range and service offering can be subject to changes. For an accurate overview, please check our website [label.averydennison.eu](https://label.averydennison.eu) or contact your local Avery Dennison sales representative.

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