

Wayfinder Wines Joins MRWA Lightweight Glass Charter to Cut Packaging Emissions

12 March 2026 | News

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Wayfinder Wines has officially become a Full Signatory to the Margaret River Wine Association (MRWA) Lightweight Glass Charter, reinforcing its commitment to reducing the environmental footprint of wine production through lighter packaging and broader sustainability practices.

The move follows the completion of Wayfinder's purpose-built, off-grid winery in Cowaramup ahead of Vintage 2026. Designed with sustainability at its core, the facility is partially built below ground and incorporates rammed earth walls that provide natural thermal stability, reducing the need for energy-intensive cooling. A gravity-flow design also minimises mechanical handling during winemaking, while the structure is integrated into the surrounding marri and jarrah forest landscape.

Wayfinder's estate vineyard has been certified organic since 2022, and the winery itself achieved Australian Certified Organic (ACO) certification in January 2026.

The MRWA Lightweight Glass Charter commits participating wineries to lowering the average weight of a 750ml still wine bottle to below 420 grams. The initiative aims to reduce greenhouse gas emissions associated with glass manufacturing and transport, which represent a significant portion of the wine industry's carbon footprint.

By signing the Charter, Wayfinder formalises its commitment to reducing packaging-related emissions as part of a broader sustainability strategy that includes regenerative viticulture, energy independence, low-impact winery design and responsible supply chain practices.

According to MRWA, the Charter also signals to trade partners and consumers that producers are taking tangible steps toward lowering emissions across the wine value chain.

“Wayfinder has embedded sustainability into every aspect of its business, from vineyard to winery design,” said Amanda Whiteland, chief executive of the Margaret River Wine Association. “Lightweight glass is a simple but powerful initiative that complements their broader environmental leadership.”