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Brooks Among First Wineries to Launch Reusable Revino Bottle Program, Expanding Sustainability Efforts

Guests Can Use Brooks' Green Loyalty Points to Support Sustainability Efforts and Earn Perks at Winery

Amity, Ore. (Jan. 13, 2025) — [Brooks](#) is proud to announce the launch of its reusable bottle program in partnership with Revino. This initiative is the latest addition to Brooks' wide array of sustainability-focused practices aimed at reducing waste, promoting environmentally friendly solutions, and inspiring community participation in meaningful environmental action.

The [2023 Janus Pinot Noir](#) is Brooks' first wine in [Revino](#) reusable wine bottles. Those who purchase can return the bottles to Brooks or a Revino return location to be washed and reused. Revino has a [return map](#) to find the most convenient return location. These bottles offer emissions reductions of up to 85% compared to single-use bottles and can be refilled up to 50 times, breaking even on carbon emissions after the third reuse.

Revino is revolutionizing sustainable packaging solutions for the food and beverage industry and their innovative approach aligns with Brooks' mission to reduce environmental impact through forward-thinking practices.

“With Revino, we’re taking another step toward reducing our environmental footprint and giving our customers a simple way to join us in supporting sustainability,” said Janie Brooks Heuck, Managing Director of Brooks Wine. “We’re excited to be one of the first wineries to partner with Revino and see this as an exciting next step in the sustainable wine industry.”

In addition to supporting sustainability, participants can redeem rewards points through the new Brooks’ Green Loyalty Points Program where points are awarded for actions such as returning a reusable Brooks bag (50 points), returning a reusable Revino wine bottle (100 points), and returning natural wine corks, with up to 100 corks accepted per visit (10 points per cork). Guests can also earn 75 points by using the Brooks EV charging station. These points can be redeemed for exclusive perks at the tasting room, offering a rewarding way for visitors to support environmental efforts while enjoying fun experiences at the winery.

Brooks has long been a leader in environmental stewardship, highlighted by its comprehensive sustainability efforts, including:

- **Tree Planting:** Partnering with Ecologi, Brooks has planted nearly 60,000 trees through initiatives tied to customer orders, club anniversaries, and special events.
- **1% for the Planet Membership:** Since 2019, Brooks has donated 1% of its annual revenue to Kiss the Ground, a nonprofit focused on regenerative agriculture, including through the release of a special wine dedicated to their mission.
- **B Corp Certification:** Brooks meets rigorous B Corp standards for environmental and social accountability, excelling in areas such as employee benefits, supply chain practices, and charitable giving.
- **Demeter Certified Biodynamic® Practices:** Brooks upholds biodynamic farming and winemaking techniques, emphasizing low-intervention methods and eliminating synthetic inputs.

To learn more about the Revino Bottles program, follow @revinobottles on Instagram. For additional information about Brooks’ Revino Bottle Program and sustainability initiatives, visit BrooksWine.com.

About Brooks:

Founded in 1998, Brooks is a female-led, family-owned winery located in Amity, Oregon, in the heart of the Willamette Valley. The winery produces 18,000 cases annually across 50 labels, with a focus on Pinot Noir, Riesling, and other aromatic white wines.

Over the years, Brooks has earned widespread acclaim. In 2019, 2021, and 2023, Brooks was designated as one of the Top 100 Wineries in the world by Wine & Spirits Magazine and has been named a 100 Best Fan-Favorite Destination in Oregon six years in a row. In 2023, Brooks was named Green Company of the Year by The Drinks Business and was #28 of the World’s Best Vineyards in 2023 and #55 in 2024. Recent Brooks wines continue to show up on Jen Dunnuck, Wine Enthusiast and James Suckling Top 100 lists.

Brooks is the living legacy of Jimi Brooks, a visionary Portland native who came to wine through his passion for history and philosophy. Jimi devoted his life to holistic farming and winemaking in the Willamette Valley. Jimi passed away unexpectedly in 2004 at the age of 38. His son Pascal (8 years old at the time) became the Owner of Brooks, and Brooks has continued with the dedication of Jimi’s best friend, Chris Williams (Brooks’ Winemaker Emeritus), and

his sister, Janie Heuck (Brooks' Managing Director). Today, Claire Jarreau serves as Winemaker, and the entire team remains committed to carrying forward Jimi's vision of quality, sustainability, and community.

For more information, visit brookswine.com and follow [@brookswinery](https://www.instagram.com/brookswinery) on [Instagram](https://www.instagram.com) and Facebook.