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LJ Crafted Wines Stops Conventional Bottling

San Diego based urban winery focusing solely on reusable growler program to align with their environmental mission

San Diego, Calif. (September 26, 2017)- LJ Crafted Wines announced today that they are focusing their business entirely on the use of reusable growlers and eliminating conventional bottling of their wines. Inspired by the use of growlers in the craft beer industry in San Diego, LJ Crafted Wines is a trailblazer offering wines solely in growlers.

Their patent-pending technology aptly called a “Wine Steward” enables them to serve their wines directly from the barrel in which wine is aging, while maintaining the integrity of the remaining contents of the barrel. This innovation combines perfectly with the use of refillable, eco-friendly and sanitized growlers allowing customers to refill from an ever-changing selection of wines available in their tasting room.

Though committed to their vision, the owners of LJ Crafted Wines were uncertain if their novel system of serving wine would be well received or successful, so they cautiously bottled half of their first vintage in 2015, knowing they could later bottle the wine in the barrels if their concept was rejected. Their wine consumer has overwhelmingly embraced the refill option, with 98% of wine club members opting for the Growler Club membership.

“The decision to focus on reusable growlers is in complete alignment with our original but untested business vision. We are grateful to hundreds of loyal Growler Club members who have embraced our concept helping us break new ground in the wine industry and succeed in making a difference in this corner of the world,” said Lowell Jooste, owner of LJ Crafted Wines. “This is a case of the customer being right and knowing what’s best for the environment!”

To date, LJ Crafted Wines has avoided using more than 20,000 single-use bottles by serving their wine directly into reusable growlers since opening in the spring of 2016. This translates visually to a line of upright bottles extending for more than a mile in length. The commitment to no longer bottle wines at LJ Crafted Wines saves the energy & emissions required to produce single-use bottles as well as drastically minimizing glass disposal to landfills. The impact of their environmental mission is a daily topic of conversation within the tasting room.

For more information about LJ Crafted Wines, please visit: www.ljcraftedwines.com.

About LJ Crafted Wines

LJ Crafted Wines is a family owned and operated award-winning urban winery located in the beautiful coastal town of Bird Rock in La Jolla, California. Owners Lowell and Anne Jooste crafted the concepts for their business from their experience of managing family-owned Klein Constantia and Anwilka vineyards, which they shared with two eminent French winemakers. Lowell is fourth generation in a family dedicated to the wine business and developed deep roots in the international wine scene during his 20+ year career in South Africa. Open since the spring of 2016, LJ Crafted Wines has created a one-of-a-kind experience in wine. Limited release wines are made in Yountville, Napa from grapes bought from premiere vineyards in Napa & Sonoma, transported in their original barrels to the tasting room and served to customers directly via Lowell's innovative patent pending apparatus. Aptly named the "Wine Steward," it allows wine to be served from the barrel in which it is aging, while maintaining the integrity of the remaining wine. This novel system combines perfectly with the use of the refillable, eco-friendly growler, allowing customers to select re-fills from a dozen barrels of wine across a wide taste spectrum. LJ Crafted Wines has won three gold medals, two silver medals and scored 93 points from two different reviewers on their 2015 Pinot Noir from Patient Terrier vineyard in Russian River Valley, California, all reviewed from growlers. They are also the recipients of the rare double gold award for their 2013 Patient Terrier Pinot Noir. The custom designed tasting room is located two blocks from the ocean, has indoor and outdoor seating, and offers small seasonal gourmet plates and cheese boards. Well-informed wine associates lead guests through the regularly changing wine list. Club memberships are available. For more information, please visit <http://www.ljcraftedwines.com>

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