



### **Garçon Wines scoops multiple prestigious awards for game-changing, eco-friendly, flat wine bottle**

Garçon Wines – inventor of the eco-friendly, innovative 750ml flat wine bottle that started as a means to revolutionise wine delivery into UK homes through the letterbox but is now also being acknowledged as a serious and sustainable alternative to the status quo of round, glass bottles – has been recognised recently by a number of high profile industry awards for its smart, aesthetically-pleasing bottles. Santiago Navarro – CEO and **Co-Founder of Garçon Wines commented on the recent award wins:** *“Wine bottles are an important, experiential part of many people’s everyday life and to be recognised as one of the best packaging innovations worldwide for technological advancement and sustainability is a prestigious accolade for us as a passionate and ambitious start-up business. We’re creating meaningful innovation and reshaping both the emotional packaging of round, glass bottles and the functional packaging of bag-in-box or carton.”*

Designed and made in the UK, by RPC M&H Plastics, from 100% recycled PET and fully recyclable after use, Garçon Wines was awarded Diamond Finalist Winner at The Dow Chemical Company’s 2018 30th Awards for Packaging Innovation, alongside FMCG giants including Procter & Gamble and The Coca-Cola Company. The judges were impressed with Garçon Wines’ bottle’s “configuration”, “specific consideration for the ecommerce marketplace” and “multiple consumer engagement touch points”. The most recent award win for the British start-up is the UK Packaging Awards 2018, on the 30th October, where Garçon Wines won two awards: Innovation of the Year and Consumer Convenience with the judges stating “Great concept, truly innovative that responds to new customer behaviour and requirements. Ticks all the boxes from sustainability to convenience.”

The game-changing, novel, slimline wine bottle design, which is covered by design patents in 35 countries, has been recognised at the following recent UK and international awards:

- UK Packaging Awards 2018: Winner – Innovation of the Year
- UK Packaging Awards 2018: Winner – Consumer Convenience Award
- Dow 2018 30th Awards for Packaging Innovation: Winner – Diamond Finalist Award
- Plastic Industry Awards 2018: Winner – Best Recycled Plastic Product of the Year
- Innovent 2018: Winner – Most Innovative Product
- PPMA Group Industry Awards 2018: Highly Commended – Environmental Initiative of the Year

- The Worshipful Company of Horners Awards 2018: Highly Commended – Bottlemakers' Award for Plastic Packaging
- International Beverage Awards at Drink Japan 2018: Finalist – Best Packaging Design
- Plastic Industry Awards 2018: Finalist – Consumer Product Design of the Year
- Packaging Europe Sustainability Awards 2018: Finalist – Best Practice

*“True innovation is more important than ever as we need to rethink everything we do and consume to halt the climate change catastrophe that is a direct existential threat to all of humanity. Packaging is a massive part of this as we produce, transport, consume and dispose of both primary and secondary packaging worth \$500 billion annually.*

*We've come up with the most relevant way in the last two centuries to redesign wine bottles to ensure that the grotesque carbon footprint generated by the 33-35 billion heavy and spatially-inefficient round, glass bottles is slashed to an absolute minimum. We've redesigned the bottles to look beautiful, respecting the heritage and traditions of wine, using a recycled, sustainable material to achieve game-changing space savings and lightweighting.”*

***Santiago Navarro – CEO & Co-Founder of Garçon Wines***

Garçon Wines launched for sale on Bloom & Wild in April 2018 and since then has not stopped developing a varied business customer base including retailers, wine merchants, and gifting companies such as Next Flowers, Borough Box, Inspiring Wines and The Present Finder, among others. 2019 will continue to see the expansion of existing industries and growth of exciting new partnerships across the beverage, grocery, travel and events industries, both in the UK and internationally.

[www.garconwines.com](http://www.garconwines.com)

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**Notes to Editor** - Garçon Wines are the London-based inventors and IP owners in 35 countries of innovative, full-sized, eco-friendly, flat wine bottles. Recognised as a game-changer in beverage packaging through national and international awards and press coverage in the packaging, food & drink and plastic industries, Garçon Wines aims to improve convenience and functionality for consumers while prioritising sustainability to protect the health of our planet. Manufactured in the UK by RPC M&H Plastics using 100% recycled PET and fully recyclable after, the bottles conform to traditional wine bottle shapes but are 40% spatially smaller and 87% lighter than round, glass bottles, meaning they require less space at all points across the retail, travel, events and wine industries' supply chains, thus cutting costs and reducing carbon emissions. The business commercialises these unique bottles operating as a drinks packaging provider and wine wholesale supplier.