

Signatory Guide

SWR Bottle Weight Accord

Core Commitment

Signatories aim to reduce the *average* weight of their 750ml. still wine bottles to below 420 grams by the end of 2026. This will be achieved through a number of steps:

1. Removing as many of the heaviest bottles as soon as possible;
2. Reduce bottle weight for directly managed wines (e.g., own-brand) by the end of 2025 – or take a phased approach across your portfolio with an interim 2025 target;
3. Collaborating through SWR to work with along the supply chain to make change happen.

Data Collection

Signatories are required to submit data for the annual progress report by **November 4th, 2025**. This includes:

- Average bottle weight (in grams, weighted by production/stock volumes), and
- Total sales volume (in number of bottles) during the reporting period.

All data will be aggregated and anonymised to demonstrate progress across the Accord.

SWR will not independently verify submitted data; signatories are therefore expected to ensure their data is internally verified or meets a standard they are confident sharing.

Any accompanying notes – including assumptions, caveats, or known data gaps – are welcome.

Demonstrating Progress

To support SWR in facilitating the exchange of insights and best practices, we ask participants to provide brief narratives outlining the steps they are taking to implement the Accord. These comments will be collected twice annually:

- In June, to inform a mid-year progress update.
- In **November**, alongside the data submission, to contribute to the **full annual report**.

These reports will highlight practical examples of light-weighting in action and will be published to showcase efforts across the supply chain.

To accompany the annual report, we will host a webinar, sharing key insights and celebrating progress over the past year. We also work with journalists and other partners to help raise awareness of the Accord and its impact on sustainability in wine.

If you have any further questions, please contact Delaney Sheridan via email at delaney@swroundtable.org or visit our [website](#).

