



The Sparkling Bottle Weight Accord

A global commitment to lighter bottles by 2030

What is it?

Launching in 2026, the Sparkling Bottle Weight Accord (BWA) is a groundbreaking industry commitment to reduce the weight of 750ml sparkling wine bottles by the end of 2030. It will build on the success of the Still BWA, already encompassing more than **9% of the global wine market**.

This Accord will establish the first industry-wide, evidence-based targets for sparkling wine bottle weights. By becoming a founding signatory your company can lead this transformation, driving down emissions and costs while maintaining safety standards.

The Targets: 2030 Commitment

Signatories of the Sparkling BWA commit to reducing the average weight of 750ml sparkling wine bottles to reach the following target weights by the **end of 2030**:

Style	Target weight (g)	Pressure range (bar)
Traditional method	780	5-7
Charmat method	600	3-5
Semi-sparkling	550	≤3

Each signatory will undertake to introduce phased reductions within their own procurement and production processes, as relevant to their role in the supply chain.

Exceptions are permitted to sparkling wine vintages already bottled. The accord will, therefore, apply to the majority of 750ml sparkling wines sold, produced, or supplied by participating members.

Signatories operate across different product mixes and commercial contexts, which can impact the targets that may be adopted. To reflect this reality, signatories may initially align to targets based on pressure bands by bar/atmosphere to ensure non-discriminatory treatment across regions.

Reporting & Monitoring

Each signatory will share how they are implementing the Accord, so that SWR can monitor progress over time. This will include providing SWR with information on an annual basis, including:

- The sales-weighted average bottle weight in each of the three categories (or all relevant categories) of 750ml sparkling wine;
- The total number of bottles sold per annum in each of the three categories (or all relevant categories);
- A brief comment outlining actions taken to implement the Accord, alongside challenges, successes, and learnings.

SWR will only publish aggregated and anonymised data to demonstrate industry-wide progress.

Safety & Technical Considerations

To ensure that the safety implications of lightweighting are properly addressed, signatories are expected to consider all relevant factors, including:

- Carbonation levels;
- Use of properly manufactured and tested bottles;
- Handling of bottles along the supply chain;
- Temperature management;
- Filling levels.

Collaboration Through SWR

As part of this accord, SWR will also work with its members in other parts of the supply chain to facilitate this process of change. Participants are encouraged to participate in the biannual signatory meetings to share insights and address barriers. Participants are also encouraged to support wider visibility through Sparkling BWA webinars, events, and podcasts, and/or through their own communications channels.

Any external communications by SWR relating to individual participating members will be agreed in advance with those members.

Why Become a Founding Signatory?

Founding signatories will be featured in the Sparkling BWA press launch, receive priority consideration for speaking opportunities, and be recognised through logo placement on the SWR website, in key reports, and across other related communications. Additional benefits include:

1. Proven cost & regulatory savings

Lighter bottles mean reduced material usage, lower transport costs, and significant savings on Extended Producer Responsibility (EPR) fees.

Evidence: The Still BWA's reductions would have saved participants an estimated **£28.5 million in UK EPR levies** in a single year*.

2. Measurable emissions reduction

With bottles accounting for up to **50% of wine's carbon footprint**, lightweighting is the single most effective action to cut emissions.

Impact: The Still Wine BWA already covers 2.5 billion bottles annually, avoiding over 448,000 tonnes of CO₂ (equivalent to the emissions of 73,000 households).

3. Demonstrate global leadership

As a founding signatory, you signal to consumers and the wider industry that you are proactively addressing environmental challenges.

4. Consumer and market insight

While consumer perceptions vary by market and demographic, most consumers prioritise other cues over bottle weight. However, there is strong evidence to suggest that lower bottle weight could be used as a positive sales cue for many consumers. Founding signatories gain access to SWR's detailed consumer research to navigate this landscape effectively.

5. SWR bottle availability database

Gain access to the SWR bottle availability database. Global mapping of accord compliant wine bottles from the largest glass manufacturers for both still and sparkling bottles.

Timeline & Next Steps

July 2026

Deadline for Founding Signatories

July 2026

Official Launch of the Sparkling Bottle Weight Accord

2026 - 2030

Recruitment of signatories, signatory support, annual progress reporting

End of 2030

Target weights reached

Join the Accord

To join as a founding signatory, please confirm participation **by Friday, 10th July** by contacting:

Luke Mobley

Partnerships Manager

luke@swroundtable.org

*Should all signatories be subject to current UK EPR rules.