



## CASE STUDY

### CRIMSON WINE GROUP: USING ANALYTICS TO DRIVE SUSTAINABILITY EFFORTS



#### KEY TAKEAWAYS:

- ❑ Crimson Wine Group is committed to reaching net zero carbon emissions by 2050, and halving emissions by 2030, as well as meeting other carbon reduction targets.
- ❑ Crimson uses Dimensional Insight to help report the emissions that result from various aspects of the winemaking industry.
- ❑ Dimensional Insight helps Crimson save time and provides accurate data for reporting wine refrigeration and recycling and their carbon emission impact, helping the company to meet its climate goals.

#### BACKGROUND

Crimson Wine Group proudly stewards 1,000 acres of vineyards, estates, forests, and wildlife habitats along the west coast of the United States. Since 1991, the company has assembled a portfolio of highly differentiated luxury wine brands, including Pine Ridge Vineyards, Seghesio Family Vineyards, Archery Summit, Chamisal Vineyards, Seven Hills Winery, Malene, and Double Canyon.

The company is guided by an environmental, social, and governance framework. As part of this framework, the company is committed to preserving the environment and leaving the world in a better state.

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# QUICK FACTS

**Organization:** Crimson Wine Group  
**Industry:** Wine & Spirits  
**Location:** California  
**Revenue:** \$72.4 million  
**Employees:** 200+  
**Customer since:** 2007  
**Website:** www.crimsonwinegroup.com  
**Solution:** Diver Platform

## CRIMSON WINE GROUP: USING ANALYTICS TO DRIVE SUSTAINABILITY EFFORTS

### THE CHALLENGE

Crimson Wine Group has held sustainability as one of its core values since its inception, both because it's the right thing to do and because sustainability efforts result in higher quality wines. The company has achieved sustainability certifications for all its California, Oregon, and Washington wineries and estate vineyards. Crimson partners with organizations that align with its goals.

Crimson Wine Group is one of 36 wineries around the world with a goal to reach Net Zero Carbon Emissions by 2050. It has achieved Silver Member status with International Wineries for Climate Action due to its on-going data collection and third-party verification to complete an emissions inventory across all its operations.

The company is also one of more than 14,000 members of the United Nations' Race to Zero campaign, which aims to reduce emissions across all scopes swiftly and fairly in line with the Paris Agreement.

These are all lofty goals that require determination and hard work. They also require Crimson Wine Group to document and report on their efforts and use their data to make decisions that will drive further changes.



### THE GOAL

Crimson Wine Group has been a Dimensional Insight customer since 2007, and Crimson has used Dimensional Insight's Diver Platform to help it gather and report data in all areas of its business.

As Crimson intensified its environmental efforts, it wanted to use Dimensional Insight's capabilities to help it report on its progress in key areas of this initiative.

### THE SOLUTION

Crimson uses Dimensional Insight's Diver Platform to help with the reporting of emissions that are not produced by the organization but are the result of actions the company takes. That includes driving grapes or cases of wine, bottle production, and other everyday business practices. With Diver, Boisset's sales and marketing analysts can "dive" into the data to identify key consumer trends. This enables Boisset to make stronger decisions in developing effective sales strategies and ensuring its inventory reflects the state of the market. Additionally, sales staff are able to use these insights to evaluate their own performance and track their progress towards reaching benchmarks.





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Each year, Crimson gathers carbon emissions data and reports on multiple areas of measurement for an audit. Dimensional Insight helps the company report on elements such as:

01	<b>Processing of Sold Products</b> —Wine Refrigeration Energy Use: This category measures all consumer white wine refrigeration by use, broken into all off-premise sites, grocery/restaurant, and warehouse/clubs. Crimson uses a customized RAD report to capture white wine sales for the three different measurable areas of carbon usage for consumer refrigeration, and those numbers are used to calculate carbon emissions.
02	<b>End-of-Life Treatment of Sold Products</b> —U.S. Sales: Crimson uses Dimensional Insight to capture the total bottles shipped domestically by month by brand to calculate the recycle versus landfill carbon emissions. The monthly results for each brand are used to calculate the bottle weight to figure out the total weight recycled based on current U.S. industry standards.
03	<b>End-of-Life Treatment of Sold Products</b> —Export Sales: Exported products sold are categorized separately because they have different reporting requirements. Dimensional Insight is used to capture the total annual 9Le cases exported to calculate the recycling versus landfill carbon emissions.

In addition to using this information for its emissions audits, as a publicly traded company, Crimson is responsible for communicating all of this to its stockholders and board of directors. The reports produced by Dimensional Insight help with that communication.

## THE RESULTS

"Partnering with Dimensional Insight as our data resource is essential to reaching our goal of net zero carbon emissions by 2050," says Teresa Woods, Director of Sales Operations for Crimson Wine Group.

In addition to the ways Dimensional Insight helps Crimson with the data it needs to achieve its carbon emissions goals, it also saves time. For some of the data-gathering, Dimensional Insight cuts hours of work down to minutes.

## WHAT'S NEXT

Crimson Wine Group continues to look at opportunities where Dimensional Insight can help its sustainability efforts. Wine transportation carbon usage is another big part of carbon emissions in the wine and spirits industry, and Crimson is looking at how Dimensional Insight tools can help capture data such as weight and miles traveled to try to lower those emissions.



## CRIMSON WINE GROUP:

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