

# Flycatcher

PRODUCED AND BOTTLED BY  
FROG'S LEAP



## Frequently Asked Questions

### How sustainable are your packaging choices?

*Well, here are the facts:*

- ~ With Flycatcher, we're continuing to seek the lightest-weight wine bottles available, and we were thrilled to find this brand new-to-market 395g bottle for Flycatcher (for comparison, it's not unusual to find bottles of Cabernet that weigh upwards of 800g). The creation and transportation of glass is one of the most carbon-intensive areas of the wine industry, and the impact of glass on greenhouse gas emissions is roughly proportional to the weight of the glass. Ultra-lightweight glass is harder to use as a doorstop, but it's one of our strongest tools for reducing our carbon impact — and you can carry a case without breaking your back.
- ~ Flycatcher carries a wash-off label, to our knowledge the first of its kind in the California wine industry.
- ~ The label paper is manufactured with 100% recycled content manufactured without the use of any bleaching process.
- ~ The label backing is glassine, which is manufactured from wood pulp. Because of this, it is recyclable.
- ~ The finished wine is repacked in the same case box in which the empty glass arrived.
- ~ The closure for Flycatcher is a DIAM "Origine" brand. This is a micro-agglomerated (or technological) cork, which means it's made of chopped-up cork bits (about 95% of the total) mixed with small particles of a vegetable-based organic polymer, held together by beeswax. These renewable, naturally-sourced components allow us to avoid any microplastics or other petroleum byproducts in the closure.
- ~ Neither natural corks nor tech corks like DIAM are biodegradable (it's a good thing that cork doesn't biodegrade!), but they are recyclable through programs with the manufacturer (not in a regular recycling bin).
- ~ The high natural cork content means that they behave a little more like a regular cork—they aren't difficult to get out of the bottle and are not impossible to get back in. However, the manufacturing process eliminates both the chance of a "cork-tainted" bottle and any danger of a physical flaw in the cork that would allow too much oxygen into the bottle.
- ~ We've been using the DIAM closures on our Zinfandel and Chardonnay for several years now, and we love what they're doing.

## Why a wash-off label?

Understanding that glass production and transportation comprise the largest category of GHG emissions in the wine industry, we are working in concert with others on a shared long-term goal to establish a viable circular glass economy — and, in doing so, create a future that includes reusable, refillable wine bottles.

This journey of a thousand steps has a relatively modest beginning: a wash-off label that the wine industry can readily adopt, which allows for bottles to be easily, thoroughly, and economically washed for re-use.

It's our hope that the Flycatcher wash-off label is a conversation starter — our aim is to create understanding to create change.

## Why no capsule?

That's an intentional choice to reduce the overall amount of packaging we select for our wines. While historically useful for protecting the corks of bottles (especially those ageing in dark, humid cellars for decades on end), capsules are more often discarded after mere months. In addition, while traditional tin capsules can be recycled, capsule recycling options vary widely depending on where one lives, and the reality is that most are simply thrown in the trash.

While we'll probably throw a few bottles of Flycatcher into deep storage for curiosity's sake, our intent is for the wine to be enjoyed within five years of release (as are the vast majority of wines). Thus, no need for capsule.

## What do you mean when you say the grapes destined for Flycatcher are sourced from 'like-minded winegrowers who share our passion for conscientious viticulture'?

Good, responsible farmers who farm organically or want to transition away from chemical fertilizers and become organic. Good farming is a deliberately general term that comprises many elements, but it comes down to the grower really caring about the past, present, and especially the future of a particular vineyard. Good farming requires lots of attention and hard work, and the equation only works with a willing winery that cares equally for the quality sustainability of a site — that's where we come in.

"We seek good farmers who want to become great farmers. There were no organic farmers in Napa Valley decades ago, so as we evolved our decisions around farming, we have influenced others to evolve their decisions around farming," says John Williams.

## Why did you select this group of conscientious growers for Flycatcher?

While our winemaking home is Napa, we have always sought to actively participate in the broader community of California winemaking. Simply put, if you get in the car, open your eyes and mind, and drive outside the county lines, you can meet some really cool people doing some crazy things.

We happen to have an affinity for grape growers that embody the spirit of 'crazy ideas' that has always been central to our identity, and have intentionally sought out these vineyards and like-minded growers. As similarly good stewards of their land and citizens of the world, the grapes they tend fit the profile of Flycatcher.