



Sustainability Policy

A wine tour company is inherently unfriendly to the environment. At Grand Cru Wine Tours we are committed to minimizing our impact on the environment and maximizing our support of the local communities we operate in. Starting a small business with sustainability as a goal has presented a unique set of challenges and benefits. We have been able to plan and build many practices into the company from the start that we felt were beneficial. We have the challenge of financing all of the great ideas we have and still being profitable.

As we began working on our sustainability goals, we kept running across references to frogs. So we decided to adopt the frog as our symbol of our goals. While others have used it as a symbol of good luck or the protector of water, for us it is a reminder of what we need to accomplish. After all "it's not that easy being green."



In our efforts to minimize our environmental impacts we have identified four operational areas to focus on:

OUR OFFICE

We started by ensuring that all office equipment is energy star qualified. We use a digital fax machine to save paper. All office paper products are 100% post-consumer content recycled paper and processed chlorine free. All office paper products are composted or recycled.

OUR VEHICLES

We have committed to offsetting all vehicle emissions on company vehicles. We also have drivers in different parts of the valley to minimize the driving times.

OUR TOURS

We are currently working on sourcing items for your tours. Having worked in the industry I have seen the large number of plastic water bottles that end up in the trash. We are working on providing reusable containers for all guests. We are also looking to increase the number of local and organic meats, cheeses and chocolates for our appetizer plates that we can provide.





OUR MARKETING

We have focused our marketing in two areas, online and print. We have partnered with CO2stats to provide monitoring of the energy usage of our website. They then offset all energy used by our servers as well as the computers that access it. For our printed material we have a policy of purchasing 100% recycled chlorine free materials.

We look forward to your feedback and your help. If you have ideas on how we can improve our operations, please let us know.

