

Lighter, more sustainable and more efficient glass: Verallia leads the transformation of wine packaging

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Verallia is reshaping wine packaging through sustainable innovation. With lightweight bottles, bespoke design, and ambitious zero-emission targets, the company is driving the glass industry's evolution. In this interview, Sales Director Diego Dallatorre outlines how Verallia is leading the charge in sustainable solutions for the premium and super-premium wine markets.

In a constantly evolving market, **sustainability** and

customization have become the pillars of the packaging industry. Verallia reaffirms itself as a leading player and, thanks to its strong focus on innovation and environmental responsibility, the company is redefining the future of glass. In this interview, Diego Dallatorre, Sales Director at Verallia Italy, reveals the strategies that have made the group the number one producer of glass containers in Italy, anticipating market trends with cutting-edge solutions. From ultra-light bottles to tailor-made formats for the premium and super-premium segments, to the goal of zero emissions by 2050, we explore how Verallia is transforming the way glass is produced, reused, and recycled, opening new perspectives for the world of wine.

Verallia is the European leader and third largest global producer of glass packaging. What are the main assets that distinguish you from your competitors?

Today our company, thanks to the recent acquisition of the Corsico plant, can count on 7 production sites in Italy, making us the largest producer of glass containers in the country. We cover the entire Food & Beverage sector, from alcoholic to non-alcoholic beverages, including glass jars for jams and pickles. One of our key features is our wide range of colors: we produce eight shades, including noble green and extra white, ideal for the premium segment, and blue, also chosen by iconic brands to further distinguish their products.

We have a high production capacity, but two of our furnaces are specialized in small batches, designed for the premium and super-premium market, especially for wine and spirits. In addition, we have a technical and product development office that supports customers in the design and creation of customized packaging. **Sustainability** is a cornerstone of our strategy: we have a Corporate Social Responsibility (CSR) plan

integrated into our Business Units, with the goal of reducing environmental impact. With our ECOVA range, launched 15 years ago, we were pioneers in lightweight glass, reducing the weight of products to lower raw material consumption and emissions.

Another strength is our commercial network, which combines area managers and agents to ensure widespread coverage across the country. We have the ability to meet the needs of large clients, but also offer suitable service to small and micro businesses, thus satisfying customers of every **size**.

Verallia has declared the goal of redefining the way glass is produced, reused and recycled, aiming to make it the most sustainable packaging material in the world. What are the main challenges you are facing to achieve this goal?

One of the key objectives of our CSR strategy is to increase the percentage of recycled glass cullet in production, thereby reducing emissions and energy consumption. We aim to reach zero emissions by 2050 and, globally, we have already launched a 100% electric furnace in France to test zero-impact solutions.

Another top priority is **safety** at work: our goal is to eliminate workplace injuries, promoting a culture of prevention and an inclusive environment, with particular attention to gender equality.

In recent years, the wine sector has seen

growth in innovative formats, such as lightweight and reusable bottles. How is Verallia responding to this market evolution and what are the future prospects for wine packaging?

There is a strong push toward lightweight bottles, especially in markets like the United Kingdom and the United States. At Verallia, we have been pioneers in this process, with the ECOVA range introduced well before it became a trend.

We have already reduced the average weight of our bottles by 3%, and last year, we launched two innovative **products**. The Bordolese AIR, weighing 300 grams, is 20% lighter than a standard Bordolese and allows for CO₂ savings of between 18% and 25% during production.

On the sparkling wine front, we introduced the SPUMANTE EASY at 550 grams, which offers high performance with a reduced weight. Additionally, we are promoting the shift to dark glass bottles, which contain a higher percentage of recycled material, thus improving sustainability. Another emerging trend is the single-serve format, particularly popular in the mixology and ready-to-drink world.

Italian wine has a strong territorial identity, and many producers focus on packaging to differentiate themselves. What customized solutions does Verallia offer to help wineries make their bottles unique?

We have a research and development department dedicated to packaging customization, working alongside clients from the concept phase through to production. We can create engravings,

textures, decorations, and tailor-made formats—even for small quantities starting at 50,000 bottles. Furthermore, we offer the possibility to start from a premium standard base, our “Selective Line,” which makes customization easier with lower investments and competitive production times.

In recent years, wine producers have had to manage rising energy and raw material costs. How can your lightweight bottles and optimized production processes represent a concrete solution to reduce costs?

Lightweight glass is a complex technological challenge: it requires investment in research, new machinery, and even stricter control over production processes. Producing a lighter bottle often means slower rhythms and more delicate processing, increasing manufacturing difficulty.

However, in the long run, this approach generates both environmental and economic **benefits**, helping to optimize production and distribution costs for wineries.

Key points

- **Verallia is Italy's largest glass container producer** with 7 sites.
- **The company aims for zero emissions** by 2050.
- **ECOVA range reduced bottle weight by 3%** on average.
- **New lightweight bottles:** Bordolese AIR (300g) and SPUMANTE EASY (550g).
- **Customized designs start from 50,000 bottles** with premium templates.

