



**MEDIA RELEASE**  
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## **Wayfinder Wines Signs Margaret River Wine Lightweight Glass Charter**

Wayfinder Wines has officially become a Full Signatory to the Margaret River Wine Association (MRWA) Lightweight Glass Charter, further strengthening its commitment to sustainable wine production and reduced environmental impact.

The signing aligns naturally with Wayfinder's broader sustainability philosophy, following the recent completion of its purpose-built, off-grid winery in Cowaramup ahead of Vintage 2026.

Constructed partially below ground level, the winery utilises rammed earth walls for thermal stability, reduces mechanical handling through gravity flow design, and integrates into the surrounding marri and jarrah forest landscape. The estate vineyard has been certified organic since 2022, and as of January 2026, the winery has achieved Australian Certified Organic (ACO) certification.

The MRWA Lightweight Glass Charter commits wineries to reducing the average 750ml still wine bottle weight to below 420 grams, a practical and measurable step in lowering greenhouse gas emissions associated with glass production and transport.

By becoming a signatory, Wayfinder formalises its commitment to reducing packaging emissions as part of a holistic sustainability strategy that spans regenerative viticulture, energy independence, low impact winery design and responsible supply chain practices.

The Charter also provides a clear signal to trade and consumers seeking producers taking tangible action on emissions reduction.

MRWA CEO Amanda Whiteland welcomed Wayfinder's commitment, stating:

*"Wayfinder has embedded sustainability into every aspect of its business, from vineyard to winery design. Lightweight glass is a simple but powerful initiative that complements their broader environmental leadership."*

She added:

*“The Margaret River Wine Region has an opportunity to lead globally in sustainable wine production. Every additional signatory strengthens that leadership and sends a clear message to trade and consumers alike.”*

Wayfinder CEO Paul McArdle said joining the Charter was a logical step.

*“Our new winery gives us complete control over the winemaking process while staying true to our environmental commitments. Lightweight glass is another practical measure that supports our long-term goal of reducing impact without compromising quality.”*

To learn more about the MRWA Lightweight Glass Charter signatories, see <https://margaretriver.wine/sustainability/>

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**The Margaret River Wine Association (MRWA)** is the peak body representing the region’s grape growers and winemakers, dedicated to marketing, industry development, and advocacy.

Established in the late 1970s as the Margaret River Grape Growers & Winemakers Association and incorporated in 1982, MRWA has played a pivotal role in shaping and promoting Margaret River’s world-class wine industry.

As an independent, non-profit organization, MRWA is financed by its members, along with support from corporate partnerships, sponsorships, and grants. The Association proudly represents more than 165 industry members and 50 associated Grape Grower and Commercial members, working collaboratively to support the ongoing success and global recognition of the Margaret River wine brand.