

BETTER WINES FAQs

How does the wine stay fresh and why does a BIB keep it fresher than wine from a bottle?

One of the biggest advantages of Bag-in-a-Box (BIB) packaging is that it keeps the wine fresh for at least 6 weeks once opened because the container actually prevents oxidation of the wine. Oxidation occurs when a wine is exposed to air -- the oxygen from the air dissolves into the wine and begins to degrade it. In a very short time, oxidation adversely affects the taste, aroma and even color of the wine.

BIB containers prevent oxidation because an internal plastic bag protects the wine from being exposed to air after it is opened. As the wine is dispensed, the bag collapses on itself and the only wine exposed to air is the wine in the glass.

Wines in traditional glass bottles are subject to oxidation once opened as air flows into the bottle as the wine is poured. Wine left in the bottle or wine that is re-corked is exposed to air in the bottle which allows the wine to oxidize and deteriorate.

Besides maintaining freshness, are there other BIB advantages to glass containers?

Yes. Other advantages of wines in BIB packages include ease of use, ease in storage and elimination of any concern about glass breakage. Also, no corkscrew is required.

Does wine packaged in a BIB container taste different from wine in a bottle?

No. BIB packaging does not affect the taste of the wine. The wine would taste the same whether packaged in a bottle or a BIB.

Are wines that come in a box inferior to wines packaged in glass bottles?

Ask any winemaker and you will be told that great wines start in the vineyards. The package has nothing to do with a poorly made wine. Many premium wines are packaged in BIB containers. These wines have earned a number of awards in competitions around the globe and praise from wine media and consumers.

How long will the wine stay fresh after opening?

The wine will stay fresh for a minimum of six weeks after opening.

How should I store BIBs before opening?

Light, heat and vibration bring down wine quality. Keep purchased wines in a dark, cool place, such as a cellar, a pantry or a closet rather than in a warm, well-lit kitchen. A

constant temperature is just as important as a cool temperature, and the BIB is designed to resist fluctuations. Do not allow the wine to get above 90 F or below 34 F.

What about the “the wine is best when it is consumed before” language that is on the top of the BIB?

BIBs packages offer the best protection from oxidation once the wine is opened. But an unopened package is not designed to be stored for more than 6 months. To insure you get fresh wine all the time, purchase BIBs with “freshness dates stamped on the top. These brands rotate their stock according the freshness dates to make sure you have fresh wine available every day.

Do I age the wine or drink it now?

Drink it now. The overwhelming majority of all wines produced in the world are not built to age and wines packaged in BIB containers fall into this category. While wine in unopened BIB containers can be stored for a few months, they should be enjoyed within 6 months after purchase.

Once I have opened a BIB of red wine, do I need to refrigerate it?

No. Unlike wines in bottles, wines packaged in BIB containers will stay just as fresh at room temperature so there is no need to refrigerate the opened container. It is a recommended practice to refrigerate an opened bottle of either red or white wine if you don't plan on consuming the entire bottle within a few hours as refrigeration slows the oxidation process.

How do I let a red wine breathe before drinking?

Red wine that comes from a BIB should be handled the same way as any other red wine. If you wish to let the wine breathe, you may either pour it into a glass, a wine decanter, or a pitcher; then allow it to sit for a minimum of 10 to 15 minutes.

What is “decanting,” and what wines benefit from being decanted?

Decanting is a process that allows wine to “breathe;” in other words, it exposes wine to oxygen, helping release the brightest flavors in the wine. Often fuller-bodied red wines such as Cabernet Sauvignon or Merlot will benefit from being decanted. To decant wine, pour it into an actual decanter or simply use a pitcher. Let the wine sit for about an hour before serving for optimum results.

What is the recommended serving temperature of wine?

The temperature of a wine can greatly affect how a wine tastes. The guidelines for serving temperatures depend upon the type wine. Typically, blush and white wines are

best when chilled in the refrigerator to a serving temperature of 45-50 degrees Fahrenheit. Most red wines are best served at a temperature of between 55-65 degrees. It is a popular misconception that red wines are served at “room temperature” the ideal for most red wines is actually “wine cellar temperature” which is usually about 55 degrees. The reason that most red wines are best enjoyed at slightly reduced temperatures is that alcohol will produce an unpleasant bite on the palate when served at normal room temperature.

BETTER WORLD FAQs

Why is a Premium Wine Cask better for the environment than a wine bottle?

The latest research shows that BIBs offer 85% less landfill waste than traditional glass packages and a 55% smaller carbon footprint. When it comes to reducing the carbon footprint of wine, the manner in which wine is shipped and packaged makes all the difference. Bottles contribute substantial weight to the shipping of wine which dramatically increases the carbon footprint. BIB packages require far less energy to produce and to transport than glass bottles which results in a 55% smaller carbon footprint. From the standpoint of landfill waste, BIB containers have much less mass than bottles and so the impact on the landfill is markedly reduced.

How much carbon is saved by using BIB packaging versus traditional glass?

It takes only a fraction of the energy to manufacture and transport the packaging materials for BIB vs. glass because it is so much lighter.

Since glass can be easily recycled, isn't that a better option than a box?

When it comes to recycling, a ton of recycled glass results in saving of 286 kg of carbon dioxide (CO₂). Switching from glass to BIB, on the other hand, saves 634 kg of CO₂ per ton of glass saved! Additionally, recycling some types of glass can produce slightly more harmful greenhouse gases than if they were thrown away.

How do you recycle BIB packages?

The cardboard box and plastic bag are not attached and can be separated after use. The boxes are completely recyclable. The bags and spout are a Number 7. Unfortunately, many communities currently do not offer this recycling service, but as recycling becomes core to US consumers, more number 7 services will be widely available. Many wineries producing BIBs have found suppliers who recycle the rejected quality bags and spouts into park benches and deck materials.