

5+5 Caring for the planet

By sourcing 100% green energy in 2016, González Byass saved 3,393 tonnes of CO2 from being emitted into the atmosphere. This CO2 emissions saving equates to the emissions generated by 514 round-the-world aeroplane flights.



We look after the land we farm.

González Byass owns 2,000 hectares of vineyards in nine of Spain's top wine-growing regions and in Chile. We use sustainable agriculture techniques in all of them. What is more, 20% of our vineyards are organic, whilst in 50% we practice integrated crop management. We look after the local environment and fauna by applying biological treatments instead of conventional products and endeavour to maintain biodiversity in the vineyard, bringing back vines that are typical of the particular production area and protecting the fauna that lives there by promoting ground cover and planting trees in which many different birds can nest and bring up their young.

We look after the planet we live on and the air that we breathe.

All the energy consumed in our wineries is from 100% renewable sources. We have installed solar panels and biomass-fuelled boilers. We also implement energy efficiency measures to reduce our energy consumption such as replacing lightbulbs with low energy lamps, zoning lighting and purchasing more efficient machinery.

We look after water, our life source.

One of our main objectives is to save water, in both our vineyards and our wineries. In the vineyard, we irrigate on as-needs basis, only when absolutely necessary, and measure the plants' water stress level. We also re-use the water used in different winery processes and also collect rainwater in reservoirs to use for irrigating. The wineries have closed circuits to avoid water loss, in the fermentation tank cooling systems and the bottling filter sterilization systems. Our workers attend courses on responsible consumption, whilst posters on the walls promote saving water.

We aim to outperform ourselves.

We encourage all of our suppliers to embrace sustainability and to this end we carry out annual assessments of the degree to which they are operating sustainably. Currently 75% of our suppliers are sustainable and we are aiming for an annual improvement rate of 0.5%. We also work with them to improve our environmental performance, light-weighting our glass bottles, using recyclable packaging materials, substituting recyclable materials for others and purchasing cardboard and wooden boxes sourced from certified forests.

We work towards being better.

We are constantly seeking to improve our processes, staff and surroundings. In 1955, we founded Spain's first private research centre specialising in the pursuit of excellence. We offer various forms of support for our workers together with a career development plan based on ongoing training amongst other things. We are also rolling out a number of initiatives in collaboration with the WWF whereby we re-plant indigenous tree species in areas affected by the deforestation of our environment, the idea being that by improving the forests the landscape will return to how it was.