



Documenting sustainability from grape to glass

THE NEED

The California Sustainable Winegrowing Alliance (CSWA) wanted to share the sustainability journey of California winegrape growers and vintners through a visually engaging and compelling report. Their team was looking for a new report format that would tell an impactful story about the progress of their comprehensive and widely adopted sustainability programs, while also illuminating the challenges of the industry.

OUR APPROACH

Milepost worked with CSWA to first understand and prioritize members' sustainability best practices, and identify the risks and opportunities faced by the wine industry. We transformed the available data into a compelling narrative that told CSWA's unique story, visually highlighting key messages and statistics with exclusively designed icons and call-out boxes. Working under a four-month deadline, our team exercised diligence in meeting deliverable targets, resulting in an on-time public release at the 2016 Unified Wine & Grape Symposium.

THE RESULTS

The elegant 26-page report incorporates a mix of photography and original icons to share the history, performance, opportunities and goals of California's wine industry. The narrative effectively communicates the industry's commitment to environmentally sound, socially equitable and economically viable practices which will enhance their ability to continue producing high-quality grapes and wine. The report is a fresh take on the CSWA's brand and was well-received by the wine community.



QUESTIONS

Ask Jillian Flavin

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