

Nurturing Sustainability in the Wine Industry with Matt Brain of Alpha Omega Winery
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<https://www.youtube.com/watch?v=YrJfntMFZRk>



In today's episode of Legends Behind the Craft, Drew Thomas Hendricks and Bianca Harmon sit down with Matt Brain, Winemaker at Alpha Omega Winery, to talk about how wineries can implement sustainable practices. Matt dives into his approach to winemaking, how Alpha Omega fosters sustainability in the wine industry, and strategies for creating a sustainable winery.

Matt Brain is a Winemaker at Alpha Omega Winery in Napa Valley, California. Matt holds a master's degree in biosciences from Sam Houston State University where he was a decathlete. He also earned a winemaking degree from UC Davis. Matt partnered with The Vineyard Team as a Sustainability Auditor and hosts a podcast for the organization promoting sustainable wine growing.

Previously, Matt worked at Treasury Wine Estates, Baker and Brain Wines, Fresno State, and Edna Valley Vineyards, among many other wineries and organizations. He also served on the Board of Directors for the World of Pinot Noir.

Here's a glimpse of what you'll learn: • What inspired Matt Brain to break into the wine industry?

- Matt shares his multi-tiered approach to winemaking
- How Alpha Omega Winery's location influences Matt's craft
- Matt reveals how Alpha Omega works with other wineries to create quality brands
- What is sustainability in the wine industry and how does Alpha Omega promote it?
- How wineries can adopt sustainable practices
- Matt's strategies for creating a consumer-focused wine

In this episode with Matt Brain As the wine industry continues to expand, many wine growers are implementing sustainable practices in their harvesting. Yet, sustainability involves more than just eco-friendly growing methods. Learn from one dedicated wine grower about how you can maximize sustainability to enhance your winery – and save the planet.

Perhaps one of the most overlooked aspects of sustainability is the packaging. According to Matt Brain, heavy glass wine bottles and packaging waste lead to a larger carbon footprint. Transitioning to lighter glass bottles, biodegradable plastic, and cork recycling can reduce your winery's carbon footprint and increase your revenue.

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