

First Greek winery, Kir-Yianni, joins IWCA



Image shows the Kir Yianni Naoussa Estate with its natural fence of mixed forests

International Wineries for Climate Action (IWCA) is delighted to welcome its first Greek member to the collective of wine producing companies fighting for carbon emission reduction.

This new wine producing member means that IWCA membership now spreads across 12 countries worldwide.

SANTA ROSA, CALIF. & VILAFRANCA DEL PENEDES, SPAIN.– Kir-Yianni, acclaimed Greek winery, is the first Greek winery to join IWCA.

"We're proud to welcome Kir-Yianni to IWCA," commented Katie Jackson, president of IWCA, "and would like to congratulate them on the speed at which they converted from Applicant to Silver member. This is also a special milestone for IWCA and Kir-Yianni as they are our first Greek winery member, meaning that IWCA is now present in 12 countries worldwide, advocating the importance of reaching Net Zero by 2050 in line with the United Nations' Race to Zero."



"Joining IWCA is a moment of pride for us, a milestone in Greek winemaking" said Stellios Boutaris, Kir-Yianni Winemaker & CEO. "Our commitment in sustainable growth has always been strong, both in our philosophy and in our strategic development; we have been looking for new ways to raising the bar for ourselves while creating high quality wines reflecting their place of origin, our vision, and our storied history. Doing our part is important, nevertheless collectiveness is a more efficient way to address the greatest challenges to the greater extent. Today, we all know that this is the only way forward. We hope that our joining IWCA will inspire and build momentum across the Greek wine industry".

IWCA is a collective of 48 wine producing companies across the world. They form a unified voice for change, promoting reduction in carbon emissions and setting the standard for decarbonisation



internationally. The organisation's certification is recognised globally with retailers and industry professionals and authenticates winery action to promote emission reduction.

Kir-Yianni's membership of IWCA consolidates their efforts towards sustainable practices and carbon emission reduction in the wine sector worldwide. For example, IWCA wineries annually collectively produce 34 million kWh of onsite renewable energy avoiding CO2 emissions equivalent to 10.3 million liters of gasoline consumer.

"**Kir-Yianni** was founded in 1997 by Yiannis Boutaris, one of the leading figures in the Greek wine industry, after his decision to step down from the historic family business dated back to 1879 and to start his own venture. Since 2004, Stelios Boutaris, Yiannis' son and 5th generation winemaker, leads Kir-Yianni by dynamically exploiting the precious legacy: desire for innovation, respect for tradition and true knowledge of the wine, from the grape to the end consumer. Kir-Yianni owns two Estates (vineyards and wineries) in Naoussa and Amyndeon, the grand terroirs of Northern Greece.

-ENDS-

Join the movement

IWCA actively invites wineries interested in its mission to [contact us](#). The organization is open to any wine company involved in the production process from winegrowing to bottling that believes in taking strategic action to accelerate innovative climate solutions.

Visit www.iwcawine.org to learn how your winery can apply to join this organization.

For more information

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Notes to editors:

About IWCA

International Wineries for Climate Action (IWCA) was founded in February 2019 by Familia Torres (Spain) and Jackson Family Wines (USA), two leading wine families deeply rooted in environmental stewardship with a passion to preserve the world's great wine heritage in the face of climate change. IWCA is a collaborative working group that addresses climate change through innovative carbon reduction strategies. IWCA's objective is for all members to become Net Zero by 2050 across Scopes 1-3, ensuring consistent reductions to meet intermediate targets by 2030. IWCA received the 2019 *Wine Enthusiast* Social Visionary Wine Star Award and the 2021 *the drinks business* Best Green Initiative Award for its leadership in galvanizing collaborative climate action across the wine industry.

IWCA is a partner in the [United Nations' Race to Zero campaign](#), the largest-ever alliance committed to achieving net zero carbon emissions by 2050 at the latest. IWCA, which joined the campaign in 2021, became the first facilitator and champion within the wine and agricultural industries to build momentum and support for immediate solutions that help move wine producers and vineyard owners closer to becoming climate positive.