

vetropack 

**Wine and
sparkling wine**



Success story

Sartarelli

Rooted in quality, innovation, and trust, Vetropack partners with **Sartarelli** to deliver tailored glass bottles that protect wine enjoyment while expressing premium identity and meeting the expectations of modern consumers.



[Read more here](#) →

Protecting wine – enjoyment with quality, innovation, and trust

**Cultivating durable
partnerships.
Innovating with
sustainability and
excellence.
Protecting your
enjoyment.**

For wine producers who value heritage as much as progress, Vetropack is a partner you can trust. As one of Europe's leading glass packaging manufacturers, we stand for quality, innovation, and customer service – shaping the sustainable future of glass packaging. Our purpose is simple yet ambitious: to ensure that wines are enjoyed in the most elegant, safest, and most responsible way. Backed by a long tradition of operational excellence and a clear strategy, Vetropack delivers glass bottles that protect wine quality, meet evolving regulatory demands, and reflect the premium expectations of today's consumers.



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Vetropack – your trusted partner



Crafted for quality and elegance

With decades of experience in glass packaging, Vetropack offers a broad portfolio of classic, regional, and custom bottle designs for both still and sparkling wines. Every bottle is engineered to preserve wine integrity while presenting it with elegance, ensuring that your product reaches consumers in the safest, most refined way. Our combination of technical expertise and operational excellence guarantees reliability at every stage of the supply chain.

Innovation and sustainability at the core

Vetropack empowers wineries to stand out with bespoke bottles featuring unique contours, embossing, and special finishes. At the same time, sustainability drives every aspect of our production, from lightweight innovations to recycled content. By reducing material use, transport costs, and carbon footprint, we help wineries meet the growing expectations of eco-conscious consumers while reinforcing their brand's responsibility and authenticity.

A partner you can trust

Beyond products, Vetropack builds lasting partnerships with wineries by combining large-scale capabilities with local flexibility. Our collaborative approach ensures that each solution meets technical requirements and brand aesthetics, while our proven supply chain resilience delivers peace of mind. Choosing Vetropack means aligning with a forward-thinking partner who protects wine quality, enhances brand presence, and shapes the future of sustainable, innovative glass packaging.

Why glass –

The only packaging that truly honours wine

Success story

Purcari

*customised bottle (red wine)
lightweight (white wine)*

With glass as its packaging of choice, Purcari preserves wine quality, highlights its heritage, and builds trust with a modern, quality-conscious audience.



[Read more here](#) →

Purity and protection

Glass is 100% natural and chemically inert, ensuring that aromas, flavors, and textures remain exactly as the winemaker intended. Its strength shields wine from oxygen and moisture, making it ideal for both still wines and sparkling varieties that require structural integrity under pressure. This combination of purity and durability makes glass the safest choice for preserving wine quality from cellar to consumer.

Heritage, elegance and consumer trust

Glass embodies tradition, elegance, and authenticity. Iconic shapes like Bordeaux, Burgundy, and Champagne bottles are both practical and symbolic, reflecting centuries of craftsmanship and regional identity. Consumers recognise this value: surveys, including FEVE and Friends of Glass studies, show that over 90% of wine drinkers prefer glass, associating it with premium quality, sustainability, and trust. Glass not only protects wine but also strengthens brand perception and connects wineries to a modern, heritage-conscious audience.

Sustainability and circularity

Unlike other packaging, glass can be recycled infinitely without losing quality. Studies show that more than 80% of glass bottles in Europe are collected and reused, often returning to shelves within weeks. By choosing glass, wineries support climate-neutral goals, reduce reliance on single-use packaging, and meet the growing expectations of eco-conscious consumers who increasingly value responsible production.

The world of wine bottles – Heritage in every pour

Wine is more than a drink – it is a cultural artifact and a testament to centuries of craftsmanship. Even before the cork is drawn, a bottle's shape, colour, and closure tell a story of history and regional identity. From elegant Bordeaux and Burgundy silhouettes to sturdy, dark glass, each bottle is a silent ambassador, reflecting local tradition and winemaking expertise. Beyond aesthetics, bottles protect and preserve wine, ensuring aromas, flavors, and textures reach the glass exactly as the winemaker intended. In every pour, wine bottles embody both heritage and quality.



Explore the four key elements of a wine bottle:

Shape

Size

Colour

Closure

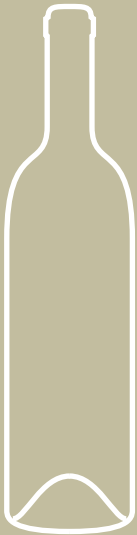


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The five principal bottle shapes

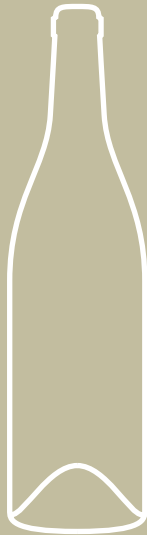


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Bordeaux

With its **straight sides** and **high shoulders**, symbolises structure in winemaking. Today, its iconic shape is used globally and remains the most recognisable wine bottle design.



Burgundy

With its **wide base** and **sloping shoulders**, features flowing lines that reflect the elegance and finesse of wines like Chardonnay and Pinot Noir, prioritising aesthetic identity over practicality.



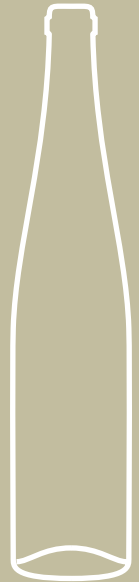
Rhone

Resembles the Burgundy shape but is taller with a **longer neck**, traditionally featuring embossed crests that signal regional pride and are closely associated with classic Rhône varietals.



Sparkling wine

A heavy, thick design with a **deep punt** to withstand the high pressure of sparkling wines, and its form has been widely adopted worldwide for styles from Champagne to Prosecco.



Rhinewine

Tall, slender, and elegant, traditionally used for wines like Riesling and Gewürztraminer from regions along the Rhine, with a design rooted in historical river transport.

Bottle sizes

A typical wine bottle serves about five glasses – but wine bottles come in sizes that surprise. From the petite Split to the monumental 18-litre Melchizedek, each format carries its own story. Larger bottles, often named after biblical kings, celebrate tradition, grandeur, and ceremonial moments.

Most wine lovers are familiar with the following formats:

Piccolo/Split

187 ml | 1 glass



Demi/Half

375 ml | 2-2.5 glasses



Standard

750 ml | 5 glasses



Liter

1 L | 6-7 glasses



Magnum

1.5 L | 10 glasses



Jeroboam

3 L | 20 glasses





Bottle colours

Colour is a key feature of wine bottles – not just for aesthetics, but also for protection, shielding wine from light and helping preserve its quality.

The most common colours in Vetropack:



Closures

The final element of a wine bottle is its closure, which is both functional and symbolic – shaping how the wine is opened, stored, and experienced.



Cork Closures

The traditional choice, associated with quality and aging potential. Corks come in different sizes (#7, #8, #9) depending on the bottle neck.



Screw Caps

Increasingly popular, especially in New World regions. They are resealable and practical, though sometimes perceived as less prestigious.



ROPE/ROPP Caps

Roll-On Pilfer Evident closures, also known as Stelvin caps, provide tamper evidence.



[Read more here](#) →

Vetropack's portfolio – quality driven by innovation & sustainability

Success story

Maison Gilliard

With glass at its core, Maison Gilliard protects wine quality, honours its heritage, and reinforces trust through timeless packaging.



Read more here →

At Vetropack, glass is more than packaging – it reflects tradition, heritage, and sustainability. For generations, we have enabled millions of consumers to enjoy wine safely and elegantly. Our glass bottles stand for consistent quality, timeless design, and broad acceptance across European markets, making them trusted companions for both sparkling and still wines.

Trusted by wineries & sold in millions

Even before the cork is drawn, the bottle speaks: its shape, colour, and closure tell a story of history and regional identity. From elegant Bordeaux and Burgundy silhouettes to sturdy, dark glass, each bottle is a silent ambassador, reflecting local tradition and wine-making expertise. Beyond aesthetics, bottles protect and preserve wine, ensuring aromas, flavors, and textures reach the glass exactly as the winemaker intended. In every pour, wine bottles embody both heritage and quality.



[Read more here](#) →

**Discover our signature
wine bottles, p. 15–16**



**Discover our signature
sparkling wine bottles, p. 18–19**



Generous by design, responsible by nature

If you are searching for a 1 l Bordeaux format, **Bordeaux Adria 1000 ml** combines generous volume with an impressively low 400 g weight. Sustainable and consumer-friendly, it is available in cuvée, flint, olive, or green glass, bringing everyday practicality to a timeless Bordeaux shape.



Classic 750 ml still wine bottle solutions

If you are searching for a classic 750 ml still wine bottle, explore these proven options:

Choose the classic you can rely on

Bordeaux Selection is a proven best-seller, appreciated for its reliability and timeless Bordeaux shape. With a balanced 450 g weight and high-quality screw finish, it provides a dependable choice for still wines requiring consistency and confidence.





Lighten your footprint, elevate your look

Bordeaux ALTA offers lightweight performance with a refined aesthetic. Available with cork or screw finishes, this cuvée bottle reduces weight while maintaining an elegant appearance, combining sustainability with strong visual appeal.

Step up to contemporary premium

Bordeaux NEWDECO delivers modern elegance with proven strength. Its refined profile, solid 495 g structure, and cork finish make it a premium, reliable option for still wines, available in flint and cuvée.



Timeless shape, trusted protection

Rhine wine draws on the iconic shape, designed to protect and enhance fine wines. Compact and versatile, it blends heritage with practicality and is available in amber, cuvée, flint, and olive, offering timeless appeal in a reliable 410 g format with a classic BVS 3060 finish.

Small format, big sparkling impact

For wineries seeking an elegant, small-portion solution for modern sparkling wine lovers, take a look at **Spumantino 60!** At just 200 ml, it delivers the perfect single-serve experience without compromising freshness or quality. Driven by trends toward moderation, on-the-go enjoyment, and reduced waste, small portions are rapidly growing across the wine category. Lightweight at only 180 g, Spumantino 60 pairs sophisticated proportions with sparkling-grade safety and performance. A stylish choice for tastings, events, gifting, travel retail, and premium mini formats – where first impressions matter.



Classic 750 ml sparkling wine bottle solutions

Showcase Italian elegance, trust proven strength

Burgundy Nuova 70 combines an elegant frizzante silhouette with reliable 550 g strength and a cork finish. Designed for Italian sparkling styles, it's available in cuvée and is ideal for premium frizzante and boutique sparkling wines.





Keep it robust, make it smarter

Bordeaux MED 3 provides a sturdier option, appealing to wineries that value traditional robustness alongside modern lightweighting.

Sparkle sustainably, stay strong

SP Collio offers a balanced, lightweight solution – available in flint and cuvée – ensuring sustainability benefits without compromising bottle integrity. Flint highlights the wine's natural appearance, while cuvée provides light protection with a subtle green tone suitable for still wines.



Innovation –

Vetropack's leadership in rightweighting

Innovation at Vetropack builds on a proven foundation. Alongside our established portfolio, we continuously refine our glass packaging to deliver measurable sustainability gains – without compromise. Vetropack has further strengthened its lead in rightweighting. The average weight of our food and beverage glass containers has been reduced to 274 g, outperforming the market average of 275 g (FEVE).

For still wine bottles, the average weight has decreased from 462 g to 460 g, with 79% of our portfolio now below 500 g. This milestone underscores our long-term commitment to lightweight innovation tailored to the needs of modern wineries.

Why lightweighting matters for wine producers

Rightweighting and lightweighting optimise glass weight while preserving strength, durability, and premium quality. The result: bottles that perform just as reliably – while delivering tangible advantages across the value chain:

274 g
average weight
of our food and
beverage glass
containers

79%
of our still wine
bottle portfolio
below 500 g

Lower environmental impact

through reduced raw material use and CO₂ emissions

Improved logistics efficiency

thanks to lighter transport loads

Reduced carbon footprint

for wineries without sacrificing brand positioning

Sustainable packaging

that protects the wine's taste, aroma, and authenticity

For consumers, lightweight glass means responsible packaging that still delivers a premium wine experience.

For producers, it's a smarter way to combine sustainability, performance, and brand value.



Explore our best
rightweighted
wine bottles



Lightness meets performance

Lighter, but more stable; fewer resources, but higher performance: packaging manufacturers are increasingly confronted with demands like these. As a natural raw material that is infinitely recyclable, there's no doubt that glass offers clear advantages over other materials when it comes to sustainability. But like every other sector, the glass industry is aiming to improve resource efficiency – so manufacturers are searching for more ways to reduce material usage without compromising the glass packaging performance.

Success story

Ethera

Vetropack's dedicated brand for light-weight glass bottles, created to unite sustainability with uncompromising performance. Derived from the Greek word aither (pure air or heaven), Ethera captures the essence of lightness while ensuring durability and premium quality.



[Read more here](#) →



[Read more
about Right
versus Light](#) →

Vetropack – innovation, sustainability & distinctive design

At Vetropack, we help wineries and beverage producers stand out on the shelf while meeting today's sustainability and performance demands. Discover our custom glass branding to drive your premiumisation and efficiency so your brand tells a story and protects what matters.



Discover our
most recent custom
glass branding



Our portfolio – Discover the world of wine bottles



[Read more here](#) →

Grandala Blue – preservation with prestige

Whether you're offering sparkling wine, premium spirits, or mineral water, Grandala Blue glass packaging helps your brand stand out while delivering a sense of refined quality. Beyond aesthetics, it also provides essential UV protection – preserving the integrity of your product from the inside out.



[Read more here](#) →





Impression – Colour your brand. Impress your consumers.

From limited editions to seasonal campaigns, Impression's vibrant feeder-coloured glass brings your brand to life. Flexible batch sizes, custom colours, and UV protection ensure your beverages stand out while staying fresh and protected.



[Read more here](#) →

Start your journey with Vetropack

Connect with our experts and take the next step towards your ideal and reliable glass solution.

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