



CASE STUDY
OLIVER'S MARKET

Oliver's Market champions products produced locally in Sonoma County, while engaging their community in their sustainable initiatives through ReCORK.

EXECUTIVE SUMMARY

Oliver's Market's business model is rooted in supporting the local community by bridging local producers with local community members through four Sonoma County retail locations. Certified as the first green grocer in Sonoma County through the County's Green Business Program in 2011, they constantly look for ways to further their sustainability efforts. To engage the community in their sustainable initiatives and go above and beyond the required standards for Green Business certification, in 2011 they signed up as a ReCORK partner to divert natural cork from the local landfill.

“Our local community is very enthusiastic about the ReCORK program. They love having a place to recycle their corks and when they do, chances are they are grabbing a bottle of wine with yet another cork to recycle!”

- Richard Williams,
Corporate Wine Buyer





RECORD

Official Partner

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Operating since 1988

ESOP since fall 2017

**Locations: Cotati, Santa Rosa (East),
Santa Rosa (West), Windsor**

Sustainability initiatives

- 40% of energy supply from local renewable sources, through Sonoma Clean Power.
- Corporate offices invested in a 169-panel solar system, using 88,556 kWh of solar energy since early 2018.
- In 2018, invested in reusable pallet-wraps saving enough single-use plastic to stretch 27 miles annually.
- First grocer in Sonoma County to become certified as a Green Business through the County Green Business Program.

“ReCORK support has been outstanding. Everything is super easy, we love the collection bins, and it is overall a very smooth process.”

– **Annie Sherman**,
Corporate Sustainability Coordinator

WHY OLIVER'S MARKET JOINED RECORD

In 2010, Oliver's Market heard about the Sonoma County Green Business Program, a program that certifies businesses that go above and beyond required environmental regulations. Inspired to increase their sustainable credentials beyond what was required, Oliver's Market identified ReCORK as an easy, convenient way to divert waste from going to landfill. Not only does the ReCORK program provide a plug-and-play system for increasing sustainability, it also engages members of the local community by encouraging them to participate by recycling their corks in-store.

OPERATING RECORD

As a Public Collections Partner, Oliver's Market received ReCORK branded cork recycling bins to display in each of its four locations. They're displayed in either the wine department or the customer service areas of each store, wherever space allows. There is also a private collections box at corporate head office, where employees can drop off their corks.

Occasionally Oliver's will get a call from a member of the community, asking where they can bring a large quantity of cork. They are asked to coordinate a drop off location and time with the Corporate Sustainability Coordinator. Otherwise, customers are encouraged to drop off their corks in the bin at their local Oliver's Market, from where they are processed with minimal hassle.

Maintenance and/or wine-department staff box up the corks in reused boxes from retail products. Warehouse drivers pick them up from receiving at each respective location and take them back with them to Corporate (when they have room and are heading back to corporate anyway). At the corporate offices, the Corporate Sustainability Coordinator transfers them to reused boxes (now required by ReCORK to be lined with plastic waste liners) and makes sure they are a little over 15 lbs in weight (the minimum requirement for efficient carbon-neutral shipping). She then emails ReCORK the dimensions and weight of each box and gets mailing labels emailed back to print and place on the boxes. The boxes are then stacked for the UPS driver to pick up when they make their regular deliveries.



THE POWER OF SOCIAL MEDIA

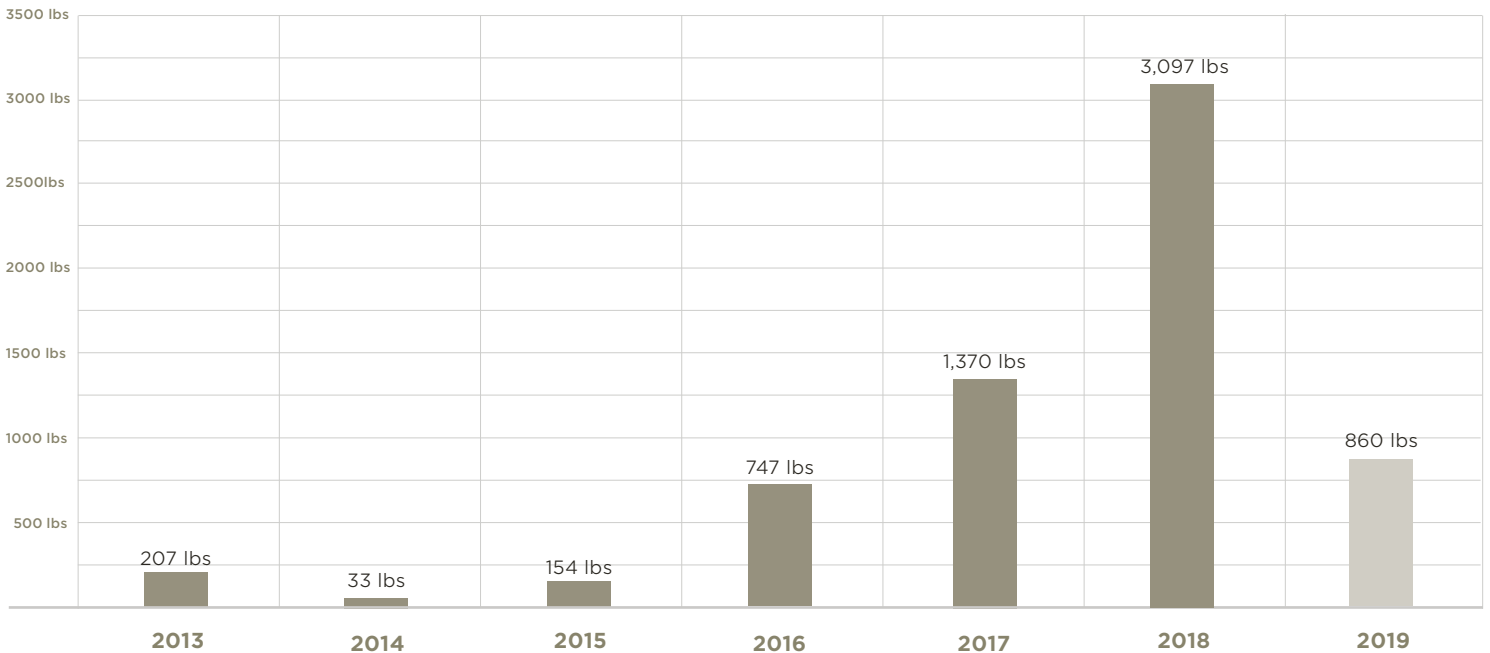
Oliver's Market posts an annual ReCORK-focused Facebook and Instagram post in January showing how much cork they've recycled in the previous year, encouraging followers to bring in their corks for recycling. The first post of this kind was in January 2018, tripling the cork collection amount for 2018 compared to previous years (from 1,370 lbs in 2017 to 3,097 lbs in 2018). In 2019 they are on target to collect even more.

"Posting to Facebook and Instagram rallies quite a lot of excitement about the program and raises awareness to those who may not know we offer this service."

- **Aubrey Ballinger,**
Corporate Graphics Manager

CORK COLLECTION

Oliver's Market has collected over 6,468 lbs of cork as of May, 2019.



GET INVOLVED

Donate as an individual
recork.com/locations

Become a cork recycling partner
recork.com/get-involved-partners

Carry recycled cork product
Contact us at corksupport@recork.com

Edge Marketing Sales
608 Crescent Circle,
Great Falls, MT 59404, US
1.877.894.7702
recork.com