SIP CERTIFIED STYLE GUIDE

The statements below help consumers understand why their purchase matters. You can use the following in any of your materials to describe your commitment to SIP Certified Sustainable.

IMPACT STATEMENT

Sustainability in Practice (SIP) Certified is the gold standard for sustainable vineyard and wine certification, challenging growers and wine producers to review, implement and amend practices that impact the earth, its people, and future generations while offering buyers and consumers a trustworthy seal that guarantees conscientious quality.

THREE P's STATEMENT

Being SIP Certified shows our dedication to the 3 P's of Sustainability – People, Planet, Prosperity. We are committed to our '3 P' approach, ensuring that both natural and human resources are protected. Here are some of our sustainability efforts:

- **SOCIAL RESPONSIBILITY** - We offer competitive wages, medical insurance, training, and education because each worker is a valuable resource
- **WATER CONSERVATION** - We regularly monitor soils, plants, and weather, irrigating vines only when needed and we measure water used in the winery to prevent waste
- **CLEAN WATER** - We keep water clean by growing grasses to reduce erosion and filter storm runoff and filter winery water for reuse
- **SAFE PEST MANAGEMENT** - We introduce beneficial insects, attract raptors, and plant enriching cover crops to keep vineyards healthy
- **ENERGY EFFICIENCY** - We use alternative fuels and energy sources like solar and wind, minimize tractor use to reduce our carbon footprint, and use insulation to increase energy efficiency
- **HABITAT** - We create wildlife corridors to give animals access to traditional watering holes and food, helping to maintain biodiversity
- **BUSINESS** - We have sound business practices with a long term view to treat our employees and community with care for generations
- **THIRD PARTY AUDIT** - We verify adherence to SIP Certification's strict Standards through third party documentation and onsite inspections
- **IMPROVEMENT** - We annually update and regularly peer review the farming and wine processing Standards as Best Management Practices evolve with new science, technology, and research

EXHIBIT A

This document provides guidelines for using the SIP Certified logo on your wine labels, product labels, publications, and materials.

SIP CERTIFIED PROPERTIES

CERTIFIED VINEYARD

(At Least 85% of Acres Certified)

LOGO

Logo on vineyard materials (e.g. tasting notes, distributor packages, vineyard signs, etc.).

OR

LANGUAGE

Sustainability in Practice (SIP) Certified® Vineyard
SIP Certified® Sustainable Vineyard
SIP Certified® Vineyard

CERTIFIED WINERY

LOGO

Logo on winery materials (e.g. tasting notes, distributor packages, vineyard signs, etc.).

OR

LANGUAGE

Sustainability in Practice (SIP) Certified® Winery
SIP Certified® Sustainable Winery
SIP Certified® Winery

CERTIFIED VINEYARD & WINERY

(At Least 85% of Acres & Winery Certified)

LOGO

Logo on vineyard & winery materials (e.g. tasting notes, distributor packages, vineyard signs, etc.). Tagline in logo color may be added indicating both vineyard & winery are certified.

OR

LANGUAGE

Sustainability in Practice (SIP) Certified® Vineyard & Winery
SIP Certified® Sustainable Vineyard & Winery
SIP Certified® Vineyard & Winery

SIP CERTIFIED PRODUCTS

CERTIFIED WINE

(At Least 85% of Grapes Verified by Inspection)

LOGO

Logo on front or back of wine label and materials (e.g. tasting notes, distributor packages, vineyard signs, etc.).

OR

LANGUAGE

Sustainability in Practice (SIP) Certified®
SIP Certified® Sustainable
SIP Certified®

CERTIFIED WINE MADE AT CERTIFIED WINERY

(At Least 85% of Grapes Verified by Inspection and Certified Winery)

LOGO

Logo on front or back of wine label and materials (e.g. tasting notes, distributor packages, vineyard signs, etc.).

VINEYARD & WINERY

OR

LANGUAGE

Sustainability in Practice (SIP) Certified® Vineyard & Winery
SIP Certified® Sustainable Vineyard & Winery
SIP Certified® Vineyard & Winery

MINIMUM SIZE

The SIP Certified logo should be printed at a minimum size of .5 inches square for legibility.

CLEAR SPACE

On label logos printed at the minimum size of .5" provide a clear space of 1/16" around the logo. Otherwise, provide a clear space of the equivalent of 1/8" around the logo.

COLOR OPTIONS

When using the SIP Certified logo, we recommend using the standard SIP Certified color: Pantone 208c for best consistency across different materials and packaging.

Pantone 208
C32 M98 Y61 K26

White
on solid color

Black (85%)
B&W printing