

The New York Times

WHY ARE WINERIES AROUND THE WORLD SEEKING THIS CERTIFICATION?

Certified Certificates of social and environmental responsibility, like B Corp status, have become important markers for wineries that place values front and center.



"...more and more wineries are seeking B Corp certification from B Lab, which promotes the notion that companies benefit by working for both profits and the social good.

Roughly 100 wineries worldwide have B Corp certification. They include significant names like Spottswoode in Napa Valley, Felton Road in New Zealand, Bollinger and Charles Heidsieck in Champagne, Sokol Blosser, Stoller, Soter and Chehalem in Oregon...

Sokol Blosser has been a B Corp since 2015. Mr. Sokol Blosser says it was a decision that followed the values instilled in him by his parents, Susan Sokol and Bill Blosser, who founded the winery in 1971.

'It resonated with my mom,' he said. 'She's a firm believer in the triple bottom line,' the sustainability measure that looks at three areas: people, planet and profitability. 'It's on every one of our labels. We're proud of it.'"



"We want to thrive responsibly," said Alex Sokol Blosser, president of Sokol Blosser in Oregon, which has been a B Corp since 2015. Credit...Celeste Noche for The New York Times

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