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LJ Crafted Wines Achieves Highest Level in Surfrider Foundation’s Ocean Friendly Restaurants Program

Urban Winery awarded the first platinum level in San Diego County

San Diego, Calif. (January 19, 2018)—LJ Crafted Wines announced today that they received the highest recognition from the Surfrider Foundation, the platinum level, in the Ocean Friendly Restaurants (OFR) program. They are also the first restaurant that has achieved this level in San Diego County. The platinum level is the most recent addition to the Surfrider Foundation’s Ocean Friendly Restaurant program, and restaurants achieve this level when they meet all 10 of the environmental criteria. The criteria include:

- Proper recycling practices are followed
- No plastic bags offered for takeout or to-go orders
- No beverages sold in plastic bottles
- Water conservation efforts, such as low-flow faucets and toilets, are implemented
- Energy efficiency efforts such as LED lighting and Energy Star appliances, are in place

“We are grateful to the Surfrider Foundation for this recognition. Living and working in the seaside community of Bird Rock we are mindful of the health of the ocean and shore,” said Lowell Jooste, owner of LJ Crafted Wines. “Our business uses our own patent-pending technology to support a zero-waste lifestyle which aligns with the environmental values of the Surfrider Foundation.”

LJ Crafted Wines announced earlier this year that they would focus their business 100% on reusable bottles so eliminating conventional bottling of their wines. This process saves the energy & emissions required to produce more single use bottles as well as drastically minimizing glass disposal to landfills. Since opening in Spring 2016, they have avoided using 26,000 traditional single-use bottles by introducing this environmentally friendly way to consume wine that the customer can feel good about.

“The Ocean Friendly Restaurants program offers businesses in the food and wine industry an easy way to show their commitment to making sustainable choices for our ocean,” said Caroline Canter, the chapter coordinator of the Surfrider Foundation San Diego Chapter. “We created the platinum level to inspire restaurants to achieve an even higher level of commitment to the environment, to challenge and inspire each other in the hospitality industry, and to spotlight the businesses to consumers that have the same values. Though applications are still coming in, we are excited that LJ Crafted Wines was the first to the table in San Diego County.”

For more information about LJ Crafted Wines, please visit: <http://www.ljcraftedwines.com>.

For more information about Surfrider Foundation’s Ocean Friendly Restaurant Program, please visit: <https://www.surfrider.org/programs/ocean-friendly-restaurants>.

About LJ Crafted Wines

LJ Crafted Wines is a family owned and operated award-winning urban winery located in the beautiful coastal town of Bird Rock in La Jolla, California. Owners Lowell and Anne Jooste crafted the concepts for their business from their experience of managing family-owned Klein Constantia and Anwilka vineyards, which they shared with two eminent French winemakers. Lowell is fourth generation in a family dedicated to the wine business and developed deep roots in the international wine scene during his 20+ year career in South Africa. LJ Crafted Wines has created a one-of-a-kind experience in wine. Limited release wines are made in Yountville, Napa from grapes bought from premiere vineyards in Napa & Sonoma, transported in their original barrels to the tasting room and served to customers directly via Lowell’s innovative patent-pending apparatus. Aptly named the “Wine Steward,” it allows wine to be served from the barrel in which it is aging, while maintaining the integrity of the remaining wine. This novel system combines perfectly with the use of the refillable, eco-friendly growler, allowing customers to select re-fills from a dozen barrels of wine across a wide taste spectrum. LJ Crafted Wines prides itself with supplying wines with less carbon footprint, and supporting a zero waste lifestyle. Since opening in 2016, multiple awards have been won by wines judged from growler submissions. The custom designed tasting room is located two blocks from the ocean, has indoor and outdoor seating, and offers small seasonal gourmet plates and cheese boards. Well-informed wine associates lead guests through the regularly changing wine list. Club memberships are available. For more information, please visit <http://www.ljcraftedwines.com>.

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