



LJ Crafted Wines wins city Business Waste Reduction & Recycling Award



Lowell and Anne Jooste, owners of LJ Crafted Wines, show their Business Waste Reduction & Recycling Award for their use of zero-waste growlers for serving wine. (Courtesy)

Bird Rock winemaker LJ Crafted Wines is among [10 winners](#) of city of San Diego awards in November for business waste reduction and recycling.

In a concept created by owners Lowell and Anne Jooste, the company serves wine in zero-waste growlers — reusable bottles with swing-top caps that customers can return and exchange for sanitized, refilled bottles. “Our concept has saved 92,000 single-use wine bottles from production and disposal,” Jooste said.

“Award winners have also shown their waste reduction programs lead to greater efficiency and contribute to their bottom line,” according to a

city news release about the awards. “These businesses and organizations are helping the city reach its Climate Action Plan goal of achieving zero waste by the year 2040 ... a principle that focuses on waste prevention, recycling, composting and other technologies to extend the life of the Miramar Landfill.”

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