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A to Z Wineworks ‘Best for the World’ B Corporation for fourth consecutive time

For the fourth year in a row, A to Z has been named a ‘Best for the World’ B Corporation by the non-profit B Lab’s third-party certified impact assessment. A to Z scored in the top 10% of all B Corporations in three of the six Best for the World categories: Overall, Community & Environment by meeting rigorous standards of social and environmental performance, accountability, and transparency. B Corporations strive to redefine success in business with the aim of creating shared and durable prosperity.

A to Z Wineworks offers the highest quality wine for the greatest sustainable value, while building a company that combines commerce with conscience. A to Z demonstrates that bigger CAN be better as both the quality of the wines and the social value that can be provided grow as the company grows.

Founded in 2002, A to Z is now Oregon’s top-selling wine brand and has once again earned the *Impact* ‘Hot Brand’ award in March of this year, having become the first Oregon winery to earn the distinction in 2017. This designation is awarded to wine brands which deplete more than 250,000 cases annually while consistently growing at double-digits.

These sales results were supported by an award-winning marketing campaign. A to Z’s ‘Exceptionally Food Friendly Wines’ campaign earned the ‘Vinnie’ award for Best Integrated Marketing Campaign at the Wine Marketing Exchange, hosted at Sonoma State in May 2018. The campaign was distributed via print, search, social, and digital advertising and featured at epicurean events in 2017.

“As we earn greater recognition through certifications and awards, we are reminded that A to Z is a leader both within Oregon wine and amongst B Corporations,” notes Amy Prosenjak, President of A to Z Wineworks. “This inspires us to stay true to our beliefs and work even harder to share our message and values. We are thankful for the diligent efforts from our staff, best partners, growers, and suppliers with whom we’ve collaborated in search of excellence over the past 16 years.”



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