REVINO

Pioneering America's glass bottle reuse ecosystem



revinobottles.com Newberg, OR

Technology | Marketplace | Notable Angel | Female Founder | B2B

Highlights

Notable Angel
Raised $25k or more from a notable angel investor

1. Partnered with the world's largest bottle maker, O-I Glass
2. 2M+ bottles in circulation; 120+ committed partners and 90+ brands in bottle
3. Piloting across wine, water & food, with one partner alone projecting 27M+ bottles by 2029
4. First Oregon facility already booked 6+ months out
5. $6.2M in funding secured, including a $4.8M CalRecycle grant for a 2nd CA facility
6. Revenue grew 2X in 2025; on track for $27M annual revenue by 2030 (not guaranteed)
7. $3.3B wine packaging market is our beachhead, expanding into other glass markets next
8. Featured in Fast Company, Wine Enthusiast's Future 40 and 30+ national outlets

Team



Keenan O'Hern Co-Founder & CEO SPV Voting Proxy

Circular economy entrepreneur. Named Oregon Entrepreneur of the Year. Led AI/data modernization at Nike's Advanced Innovation Collective. Third-time founder and Fortune 500 consultant. Grew CORE Health & Fitness social 100% MoM. GFU entrepreneurship prof.



Adam Rack Co-Founder & COO

Reuse systems pioneer. Ran operations at Coopers Hall, Oregon's first keg winery, driving 15-20% YOY sales growth and 100+ new refillable accounts. Advises Oregon on its recycling law and serves on the PR3 reuse-system standards panel. Kansas State BS.



Callie Edwards Co-Founder & Reuse Development Director

Reuse systems architect. Built the nation's first statewide reusable glass bottle program in Oregon, reaching 3M+ bottles in rotation. Developed the industry's first washable label test protocol. Portland State Community Development BA.



Adam Nashban Advisor

Fundraising strategist. Built and ran consulting firms raising over $40M including for American Cancer Society and Oregon Business for Climate. Revino's business development and investor relations advisor. Wisconsin Political Science BA.



Cara Pepper Day Advisor

Beverage & CPG sales leader. Ran a $7M national sales budget and a team of six as National Sales Director at Willamette Valley Vineyards, doubling wine club membership. Later led enterprise sales for a beverage ERP platform. Linfield Mathematics BA.



Phil Dillard Advisor

Venture capital titan. Venture Partner at ATP Fund, which has notched 6 M&A's and IPOs across its first 10 portfolio companies and counting from its first fund. Founded Thruline Networks, Revino's capital stack optimization partner. US Naval Academy BS. U



Pat Dudley Mentor & Advisor

Wine industry veteran. Co-founded Bethel Heights Vineyard in 1977, growing it to 13,000 cases annually as President & GM over 47+ years. Former Executive Director of the International Pinot Noir Celebration. Stanford BA. Duquesne History MA.



Thorsten Geuer Mentor & Advisor

Wash facility operator. Brewmaster and Director of Operations at Bayern Brewing for 24+ years, running its community-supplied open-loop reuse system since 2011. Technische Universität Berlin Brewing Technology Diploma.



Elizabeth Balkan Mentor & Advisor

Zero-waste policy leader. Directed NRDC's national food waste strategy on a $3-5M budget and shaped NYC's zero waste policy as DSNY's Director of Policy. Served as a delegate to the UN Global Plastic Treaty negotiations. Georgetown BSFS. Columbia SIPA MA.



Diana Snowden Seysses Mentor & Advisor

International winemaker. Spent 20+ years at Burgundy's Domaine Dujac while also running her family's Snowden Vineyards in Napa and winemaking for Ashes & Diamonds. Serves on Porto Protocol's Global Steering Committee. UC Davis Viticulture and Enology BS.

Memo

Why Revino?

Revino is building the new US standard for reusable glass packaging.

In a $33.5B packaging market, we've built a modern turnkey ecosystem to replace single-use glass. We make standardized, category-specific containers any food or beverage brand can utilize.

In two years, Revino went from zero to more than 2 million bottles in circulation. Beverage brands are signing on faster than we can onboard them. Revenue doubled last year and our first facility is booked six months out.

More than a third of the country lives in a state that has passed laws charging brands for packaging or requiring a deposit on beverage containers. Revino is the only standardized system ready to meet those rules for the beverage sector, and a $4.8M CalRecycle grant is funding our second facility in Southern California.

We earn when a new bottle is sold, and again each time it comes back to be washed and resold, up to 50 times. We also wash third-party containers for brands outside our system. Together, these revenue streams put us on track for a projected $27 million in annual revenue by 2030 (all projections are forward-looking and not guaranteed).

With leadership from those who helped create the nation's first statewide reusable bottle program, we're building the infrastructure that makes reusable glass the default again.

A century of "recyclable" packaging, yet landfills keep filling

Single-use packaging is the norm in the US. About 110 million glass containers get thrown away every day. Fewer than a third get recycled, and the rest are buried or burned.

Even the glass that does get recycled isn't as clean as it sounds. Every recycled bottle gets melted down and made again, which takes about 70% of the energy of making one from scratch. Glass is heavy and cheap, so hauling and sorting it often costs more than the recycled glass is worth.

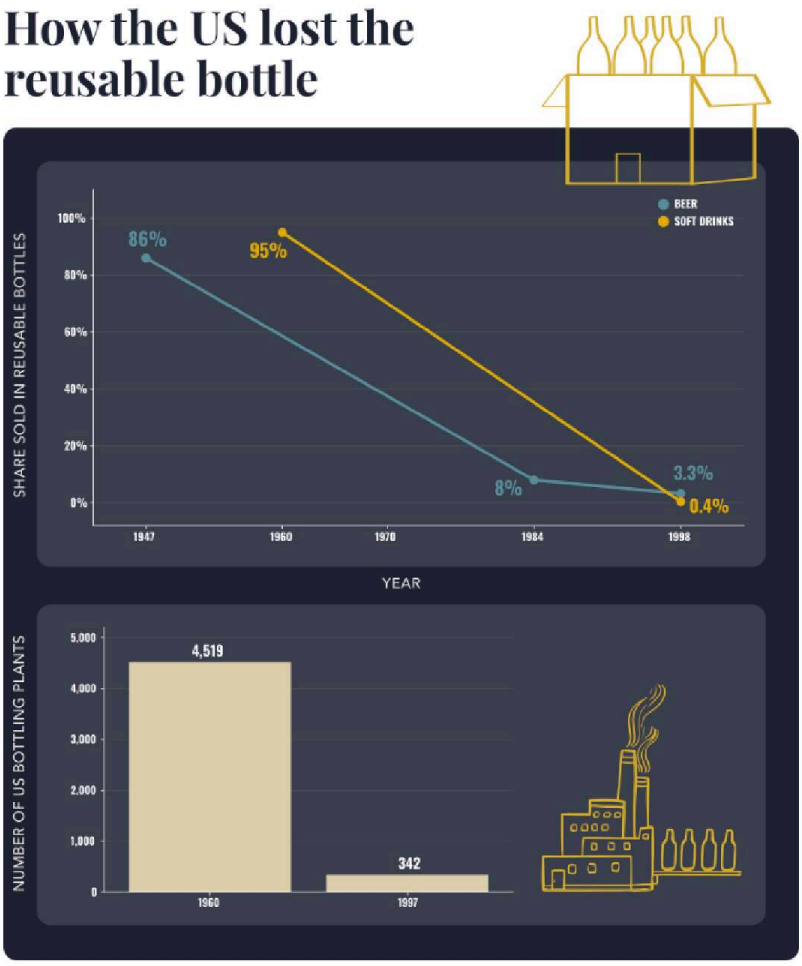


The United States is one of the only industrialized countries without return infrastructure. In Germany, 82% of beer comes in reusable bottles. The Philippines sells 59% of all its beverages in reusables. Closest to home, Ontario returns and reuses 98% of its beer bottles.





The US wasn't always the exception. Most American beer and soft drinks came in reusable bottles into the 1960s. Then bottling consolidated. Demand kept growing, but national brands and bigger, faster plants took over from local bottlers. Each plant covered more ground, so hauling empties back stopped paying, and reusable bottles disappeared.



What replaced them was a bottle made once and thrown away, and an industry built around making new ones. Today the US is facing a critical issue - the supply of glass is shrinking. Fewer than 50 glass plants are left in the country, and 20% have shut since 2019, squeezed between aluminum cans taking share and cheap imports. Brands are paying more for glass, with fewer reliable sources, and fewer places processing glass recycling.

Food, beverage, and other consumables still need glass, and many things have changed since reuse disappeared. 1) New glass costs more than it used to. 2) Regulators and laws taking effect are starting to charge brands for the packaging they sell. 3) Empties can ride back on delivery vehiclesk. 4) And environmental impact is increasingly an important selling point for consumers.

But the infrastructure the US dismantled was never rebuilt, and rebuilding it takes an entire ecosystem of bottles, wash facilities, and collection routes - all of it more than any single brand can justify economically.

Bottles that come back, again and again

Revino has built the first modern glass reuse system in the US. It runs on standardized, category-specific bottles, regional wash hubs, and collection routes that any food, beverage, or other consumables brand can plug into.

We're making the haul back shorter again, leveraging the trucks already on the road. Empties come back at tasting rooms, shops, retailers and bottle return sites, and Revino carries them to the nearest wash hub. Distributors drop off full bottles and pick up empties on the same visit. Beyond the regions we cover, contract haulers can handle pickups across 33 states as we scale. Every new hub and partner adds capacity, visibility, and increased convenience.

UP TO 50
reuses per bottle

110+
return locations

Each Revino bottle is designed to be identified, sorted, washed, and used again. O-I Glass, the world's largest glass container manufacturer, makes the bottles at two of their facilities.



The Revino system has been running since April 2024. The model works. Now we're scaling it.



Why brands choose Revino

Brands love Revino because:

1. We turn packaging into repeat business.

Empties come back to the tasting rooms and retailers where they are bought. For the person returning a bottle, it's a trip in their routine. For the brand, it's foot traffic and a shot at a repeat sale.

2. We solve the problem no brand can solve alone.

Multiple brands can use Revino's bottles, wash hubs, and routes at the same time. Sharing the costs, infrastructure, and messaging is what makes reuse work at scale. Cost of goods and supply chain are stabilized against a swinging glass market, which drives increased margins for brand owners and their retail partners.

3. We answer the bill regulators have passed.

Fourteen states have passed laws putting a price on new containers, through packaging fees or deposits. A single-use brand pays that price on every bottle it sells. A brand using Revino is charged once, then refills the same bottle with no fees on additional uses.

The Revino Advantage

→ **SHARED COST**
Bottles, wash hubs, and routes paid for across every brand in the system

→ **OPEN TO ANY BRAND**
No minimum size, no custom build

→ **ONE STANDARD**
Same bottle, same labels, same return experience for customers

→ **NO CAPITAL OUTLAY**
Join an established system instead of building one





The Revino system gets more efficient, economical, and harder to copy as it grows. A competitor starting now would need the bottles, facilities, return locations, and brands, all at once.

The more brands join, the less it costs each one





IMPACT BUILT INTO EVERY REUSE

Registered as a Certified B Corporation and a Public Benefit Corporation, Revino is legally required to weigh impact alongside profit.

Every bottle that comes back cuts emissions by up to 85% compared to making a new one. With millions of bottles in circulation, returned and refilled over and over, our impact adds up fast.



We track every bottle from first sale through return, wash, and resale. Brands using the Revino system can report the waste and carbon they saved as their own.

Two million bottles in rotation, and the waitlist keeps growing

Demand is accelerating across every category. We started with wine, and our pipeline in new categories is growing, including a signed letter of intent (LOI) with a water brand for up to 2M+ bottles. Our first facility is booked six months out, and we're building the second one in California.

Demand across the industry



2M+
bottles in the field

120+
brands committed

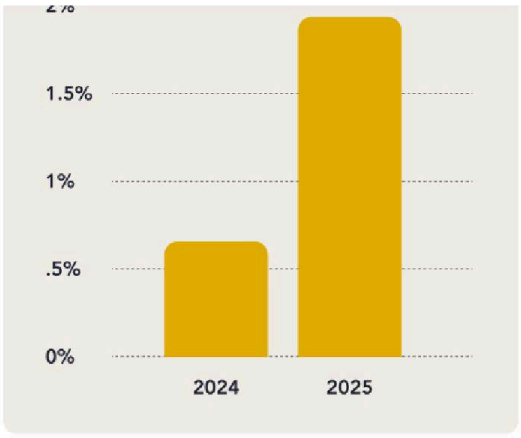
90+
wineries committed

2M
more bottles are already committed under a signed LOI with a water brand

The wine beachhead is scaling *fast*



Nearly



3x growth *in a single year*

6+ month *backlog at the first wash facility*

2026 pacing ahead of last year

From wine to water to jam jars, brands are already signing on

Beverage & food love us!

Etude / Silver Oak	Tahoe Artesian Water	Rose City Pepperheads
Successful rotation completed	Signed LOI	Exploratory pilot underway

> "Very few things give you **a lot of reward for very little extra effort**...how could you not do it?"
>
> *Matthew Shown, Winemaker*
> Brigadoon

> "With glass making up nearly 50% of the carbon footprint of a bottle of wine, **we clearly need to seek alternatives.**"
>
> *Jason Lett, Proprietor*
> The Eyrie Vineyards

A founding team with deep roots in beverage, reuse logistics, and packaging policy

With backgrounds in reuse systems, supply chain technology, and environmental policy at organizations like Nike, the United Nations, and the Natural Resources Defense Council, our leadership team and advisors know how to make reuse work at commercial scale.





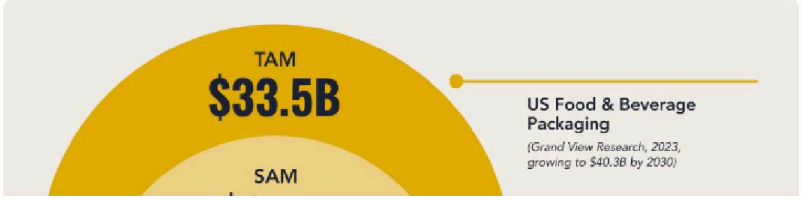
From building the nation's first statewide reusable bottle program to shaping the policy that decides who pays for packaging waste, we're combining decades of hands-on experience with the infrastructure reuse has always needed, building a national network any brand can join.

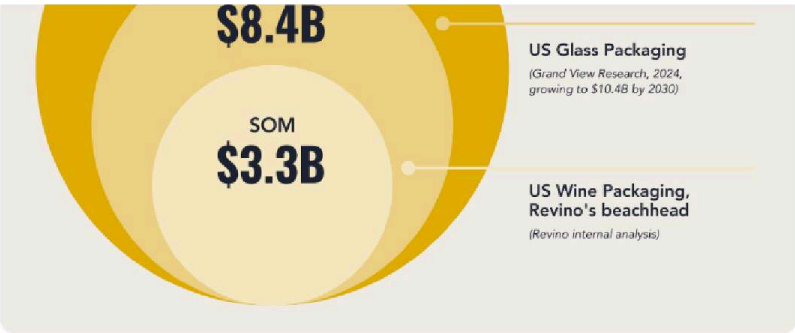
A $3.3B beachhead in the $33.5B U.S. food and beverage packaging market

If it ships in glass, it can run on Revino.

Glass packaging is an $8.4B market in the US. Revino started with wine, which accounts for 40% of it. Water and food come next, running through the same hubs and routes.

Market size





Diversified revenue from a single bottle

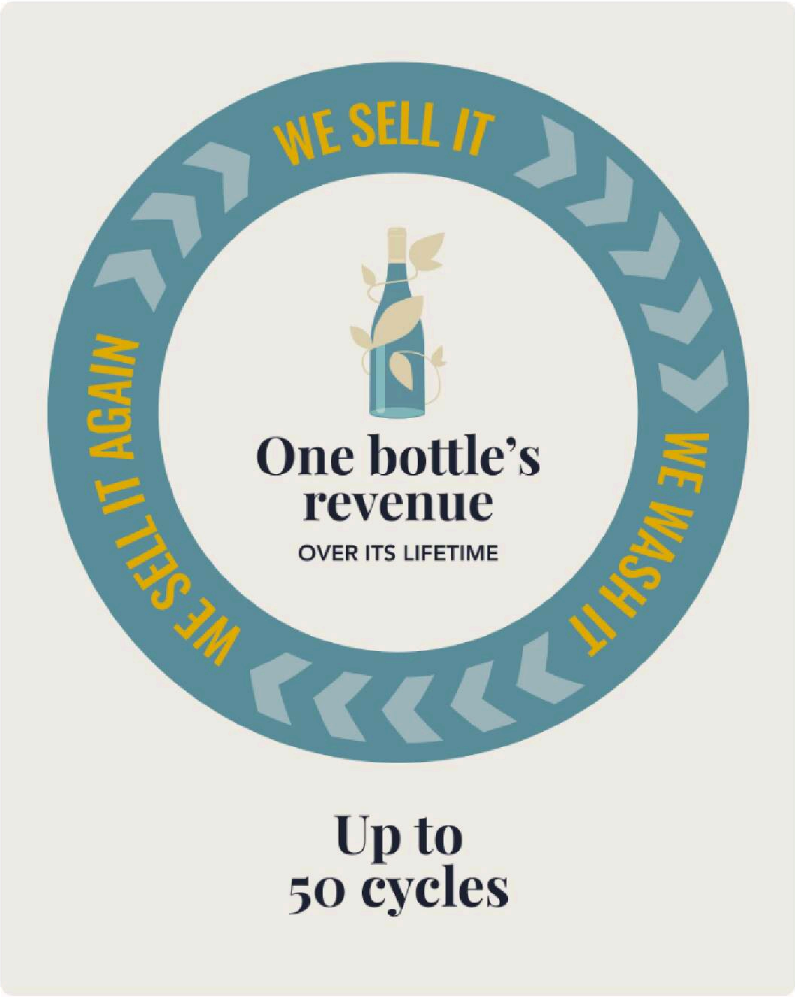
Revino supports the bottle for its whole working life, and earns at each cycle.

Three ways we earn:

We sell the bottle. Brands buy bottles from Revino directly, or through our distributors.

We wash the glass. Brands pay Revino to support collection networks, and wash, and return their bottles so they can be filled again, whether those are Revino bottles or their own custom glass.

We resell reclaimed glass. Producers and bottlers send Revino glass they'd otherwise pay to throw out. Revino washes it and sells it back into the market.



A single-use bottle only generates profit one time for its producer. A Revino bottle generates profit on its first sale, and on each additional use up to fifty times. We own the bottle design, so every bottle in the system drives profit no matter which brand fills it. Once a bottle is in circulation, it earns recurring revenue, and each wash

facility is built to process millions of bottles a year.

From one wash hub to a national reuse network



Revino is breaking ground on a second facility in Lompoc, California, installing a full industrial wash line supporting one of California's leading wine regions. Opening in Q4 2027, this will be Revino's first facility outside the Pacific Northwest.

Beyond Southern California, Revino is evaluating sites near Sacramento, in Maryland, and along New York's transit corridors.

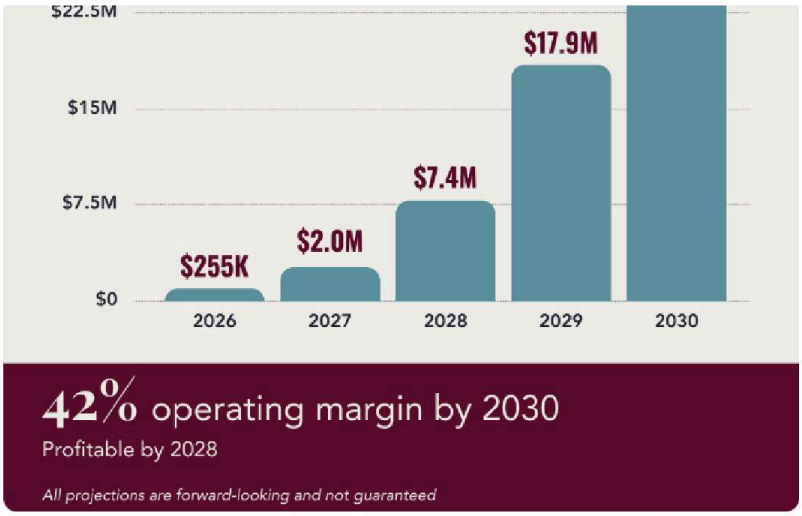
On a path to nearly 40x revenue by 2030

Revenue is projected to grow from under $1 million in 2026 to $27 million by 2030 (all projections are forward-looking and not guaranteed).

not guaranteed). The forecast is built on just two facilities, Oregon and Southern California, serving roughly 1,800 brands and washing more than 20 million bottles per year.

The building, the wash line, and the equipment cost the same whether a facility runs one million bottles a year or eight million. Labor and materials scale with volume, but those fixed costs spread across far more bottles, so the cost per bottle keeps decreasing.





Reusable pooling has already produced a $2.5 billion exit. Reusable glass is next.



Reusable pooling, brands sharing one supply of packaging instead of each buying their own, has delivered a multi-billion dollar exit. Brambles sold IFCO, a reusable plastic container maker that runs on the same mechanic as Revino, for $2.5B.

In September 2026, Re:Dish, a New York City-based provider of B2B reuse solutions for foodservice (cups, plates, silverware, takeout containers), was acquired by Circular Services, one of the largest recycling, composting, and waste diversion companies in the U.S. and an offshoot of Closed Loop Partners. This marks the first time one of the country's largest recycling and composting companies has made a move on the future of Reuse as a core component of the waste management sector in the US.

Revino could also be an acquisition target for glass manufacturers or distribution partners. Glass manufacturers are facing pressure to cut carbon emissions and may want to own the reuse infrastructure end to end. Distribution partners are seeking ways to protect their own market share as the industry shifts from single-use packaging to reuse.

**Not a guarantee of future results. Past performance in other categories does not predict Revino's outcome.*

Your investment comes with

Your investment comes with a front-row seat

$1,000 Advocate

First look at Revino's sustainability/Life Cycle Assessment research before it's public

$5,000 Ally

"Uncork with the Founders" virtual toast — Join Keenan, Cāllie, and Adam, for a live virtual toast as we close out the round

$10,000 Champion

Revino reuse kit (tote + tumbler made from reclaimed bottle glass)

$25,000 Keystone Investor*

Private tour of a Revino wash facility (Oregon now, Lompoc once online)

$50,000 Founding Partner*

Private/VIP tasting visit to a partner winery PLUS bottle glass with custom etching

$100,000 Strategic Backer*

Annual in-person meal with the leadership team in the Willamette Valley, Oregon

*Travel and lodging not included

Power the glass reuse economy. Invest in Revino today.



Glass reuse is coming back because the economics changed. Laws pricing single-use containers now cover states where more than a third of the country lives. Fewer than 50 glass plants are left in the country. Every brand that ships in glass will pay more for it, or find another way.

Revino built the other way. The bottles, wash hubs, and return routes are running, and brands are filling them today. More than 2M bottles are in circulation. The first facility is booked six months out, and the state of California awarded us a $4.8M grant to build the second.

Own a piece of the system bringing glass reuse back to the US, where every returned

bottle saves the cost and carbon of making a new one.

Invest in Revino today →