

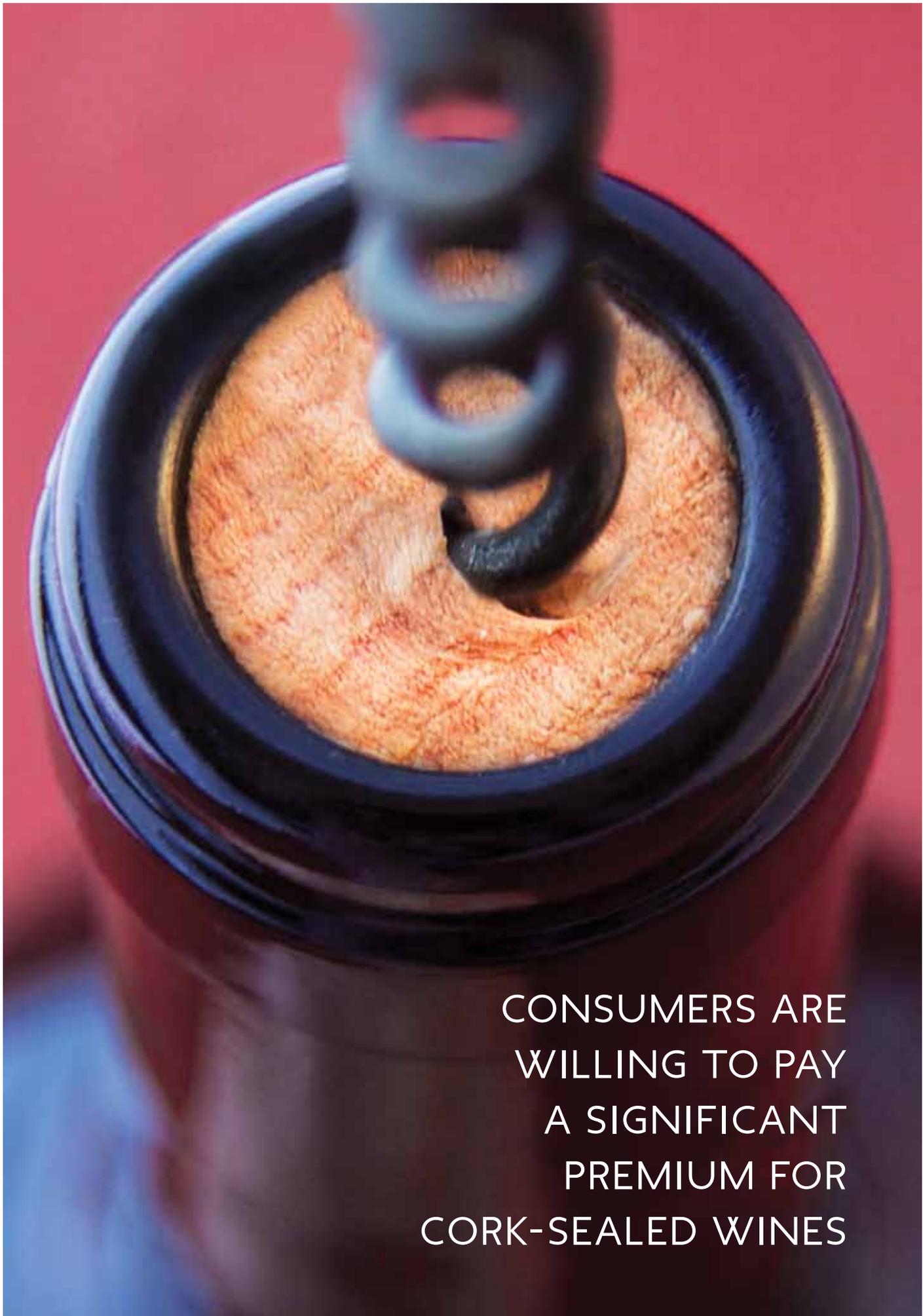
# BARK TO BOTTLE

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## 3 CORK ON A ROLL

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CONSUMERS ARE  
WILLING TO PAY  
A SIGNIFICANT  
PREMIUM FOR  
CORK-SEALED WINES

# CORK ON A ROLL

*In the 100% Cork Coalition campaign, five leading US wineries declare that consumers perceive cork and high-quality wine as inseparable.*

Sales of wine corks have been rising progressively over recent years.

The world's leading cork producer, Corticeira Amorim, topped 3 billion cork stoppers in 2010, more than 4 billion in 2014, and sales continues to rise.

The rising number of wine corks sold worldwide is driven first and foremost by underlying growth of wine consumption, powered by fast-growing emerging markets including China, plus substantial growth in consolidated markets, such as the US.

Equally important is an increasingly evident preference for cork amongst both consumers and winemakers, which is leading more and more wineries to choose cork as the best seal for their wine and the most appealing packaging solution for their customers.

In the ongoing 100% Cork Coalition campaign, five leading US wineries - Bogle Vineyards, Francis Ford Coppola Winery, Grgich Hills Estate, Jordan Vineyard & Winery, and Rutherford Ranch Winery - have participated in an advertising campaign in San Francisco's prestigious Sonoma Valley, with the tagline - "Any wine worth its grapes deserves natural cork".

In a joint statement, the wineries revealed that "consumers think cork and high-quality wine are inseparable".

"I have been fortunate enough to travel to Portugal and see the whole process," explained Maggie Cruze, Assistant Winemaker at Jordan Vineyard and Winery. "One thing that I was particularly astounded by was the sustainability. It's a good thing to pull the bark from the tree. It's actually healthy for the tree. The amount of care that has gone into planting the forest and farming of the trees is quite incredible".

Maggie Cruze added: "Jordan has been using natural cork since our first vintage in 1976 and we have trialled other synthetic corks and screwcaps throughout the years but we've always found that natural cork was the best fit for our wine".

Corey Beck, President and Director of Winemaking at Coppola Winery, echoed this sentiment: "Natural cork is consistent with our values. Natural cork is better for wine and it's better for the planet. And that means it's better for our customers."

Zack Crafton, Director of Operations at Naked Wines, underlined the customer-driven logic of using cork: "When we launched in the United States we were primarily using screwcaps and we started to

hear from our customers, and we heard that the perception of the wine was not what we wanted it to be - because of the closure."

"Natural cork is a higher end, more effective, better-looking product", explained Christopher Silva, President & CEO of St Francis Winery, which returned to using cork closures in 2012, after having discontinued sealing its wines with cork two decades ago. "As natural cork has continued to evolve in terms of efficacy, quality, ease of extraction and appearance, it's very clear that natural cork is part of the solution as opposed to being part of the problem," Silva explained.

As a result of this extremely successful campaign, with strong consumer adhesion, the participating US wineries have enjoyed a 6.4% increase in sales, in contrast to a fall in sales for a comparator group.

The results mirror a broader pattern, wherein global market research has revealed that the vast majority of consumers around the world believe that wines sealed with cork guarantee higher quality (see box).

#### United States

94%

of wine consumers prefer natural cork stoppers (Tragon Corporations)

#### France

89%

of wine lovers prefer cork stoppers and 89.8% state that cork stoppers preserve a full aroma (Ipsos)

#### Italy

85%

consider cork stoppers the best closure to ensure the quality of wine (AstraRicerche)

#### China

85%

of consumers believe that wines sealed with cork are better quality (CTR Market Research)

#### Spain

92%

of consumers prefer cork stoppers for wine and cava bottles (Cork Project)

#### Brazil

80%

of Brazilians say that noble wines must have cork closures (Conecta/Ibope)

Consumers are willing to pay a significant premium for cork-sealed wines - Nielsen's Track Scan Data reveals that US consumers are willing to pay an extra US \$4.31 per bottle.

Nielsen's analysis of the top 100 premium wine brands in the US shows that the volume market share for cork-sealed wines has risen 29% since

early 2010, compared to 9% for wines sealed with alternative closures.

Data from market research company Tragon indicates that 93% of US consumers associate natural cork with high-quality wine, whereas only 11% of US consumers associate screwcaps with the same quality level, and over half with low or very-low quality wine.

The overwhelming consumer perception that cork equates to quality wine has remained stable over the past decade and is increasingly translating into purchase options.

The data disclosed by Tragon also showed that even in countries such as Germany and Australia - where alternative closures have higher market penetration - 93% and 85% of consumers, respectively, believe that natural cork is associated to higher quality wine.

*In fast-growing emerging markets, such as China, cork has dominated from day one.*

Market research by Ubifrance and O-I - the world's largest producer of glass containers - has demonstrated that over 85% of Chinese consumers identify cork with high-quality wines and consider that alternative closures are only suitable for wines with less "subtle taste".

A recent survey conducted by Conecta and Ibope of wine consumers in São Paulo also revealed that Brazilian consumers believe that cork closures add value to the wine, since they perceive it as a higher quality product and are willing to pay between R\$ 13.00 (€4.05) and R\$ 15.00 (€4.67) more for a wine sealed with natural cork.

This perception was recorded amongst all age groups and social classes, with young people clearly identifying cork with quality wine and high-income consumers associating cork closures with greater quality and charm.

In addition to its quality guarantee, consumers are also increasingly attracted to cork because of its impeccable sustainability credentials, since each cork stopper retains up to 112 grams of CO<sub>2</sub> - in stark contrast to artificial closures - and because cork forests preserve bio-diversity.

Consumers respond extremely positively to cork's unparalleled green credentials and cork closures are thus increasingly viewed by wineries as a key marketing boost in the brand-building process.

Wineries have had the opportunity to evaluate cork closures vs. alternative closures over recent years and many have concluded that cork is best suited to preserving their wine's full taste.

The trend towards using natural wine corks has been significantly leveraged by major R&D work conducted by cork manufactures such as Amorim, that has maximized the quality of natural cork closures and eliminated the phenomenon of TCA to sub-threshold levels.

By contrast, negative side-effects such as oxidation and reduction caused by alternative closures have been rising - and consumer perception of wine faults associated to alternative closures is also on the rise, especially amongst more informed drinkers.

The issue of reduction has been in the spotlight since the 2010 trial carried out at the Australian Wine Research Institute (AWRI) which revealed that regular and experienced drinkers strongly dislike reduction, and prefer wines with bigger structure and are therefore particularly appreciative of the benefits delivered by cork closures.

There are an increasing number of specialist articles and wine tastings dedicated to showing how different closures can affect wine quality.

This is a hotly-debated topic with differing opinions, but an increasing number of articles are dedicated to the topic of reduction, which has been dubbed by Enologist Henry Powles at Cobevco, as the "modern curse of the wine industry".

In a nutshell, consumers increasingly believe that cork is both a good indicator and an excellent guarantee of quality wine, and sales of cork-sealed wines have been outpacing their competitors.

That's good news for the cork industry, for cork forests and bio-diversity, and above all for wine lovers around the world.



#### **CORK VOTED FAVOURITE CLOSURE IN WINE SPECTATOR POLL**

In a poll launched in April, 2015 by the Wine Spectator magazine, under the heading: "Cork or an Alternative? What's Your Favorite Wine Closure" 94% of the 5890 respondents stated that they prefer natural cork closures, followed by 3% for screwcaps, 1% for synthetic closures, 1% for glass stoppers and 1% who said they were indifferent. This is further confirmation of the overwhelming preference for natural cork as the preferred wine closure.

# THE COURT OF MASTER SOMMELIERS EUROPE AND CORTICEIRA AMORIM SIGN A SPONSORSHIP AGREEMENT

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The Court of Master Sommeliers Europe and Corticeira Amorim have signed a unique sponsorship agreement, including access to specialised education on wine faults and creation of the Amorim Taster of the Year Trophy at the annual MS examinations in London.

Originally founded in 1977, the Court of Master Sommeliers oversees a set of standards and examinations that are internationally recognized. It is the premier examining body for Sommeliers worldwide and regularly runs examinations for students globally. An exclusive group of 220 sommeliers around the world are entitled to use the coveted initials "MS" after their names.

Master Sommeliers are a key point of contact for consumers, overseeing the precious moment when a bottle of wine is selected, opened and poured. Ronan Sayburn MS, the Court's COO, revealed that he is delighted to welcome Amorim to its small, exclusive group of sponsors, which also includes Riedel glass, The Dorchester Hotel and Laurent Perrier Champagne.

'The opening and serving a bottle of wine is a key skill for our Master Sommeliers - now we can work with Amorim to develop an in-depth understanding of cork stoppers,' he said.

Carlos de Jesus, Amorim's Director of Marketing & Communication, was equally delighted: 'It is particularly apt, as these Master Sommeliers are key ambassadors for maximising quality in the wine world. With fine wines, such as the ones on top restaurant lists, the overwhelming majority of bottles are naturally cork-closed.'

Amorim's major R&D work enables it to provide vital educational support to the Court, in areas such as how wines can benefit from the phenolic and volatile compounds found in natural cork. Amorim's development of the Taster of the Year Trophy, which will be awarded at the Master Sommelier examinations every autumn in London, will further reinforce the natural association between cork and premier wines. It will also honour the sommelier with the finest palate that year who scores the highest marks in the practical tasting trial. Another major element of this unique sponsorship is the organisation of select sommelier visits to the cork forests and tours of Amorim's production units. The 2015 tour took place between July 20-22, with extremely positive feedback from the 5 participants.

*'Not only are we delighted to welcome these top sommeliers to Amorim on a regular basis, but we are also aware that they, in turn, will pass the knowledge gained down to their own staff within their restaurant or group'.*



# CORK IN THE SPOTLIGHT AT VINEXPO

Cork marked its strongest ever presence in the 18th edition of Vinexpo - the world's most prestigious wine fair - that ran June 14-18 in Bordeaux.

The biennial Vinexpo is a key event in the wine and cork calendar and 49,000 visitors from 151 countries visited this year's edition.

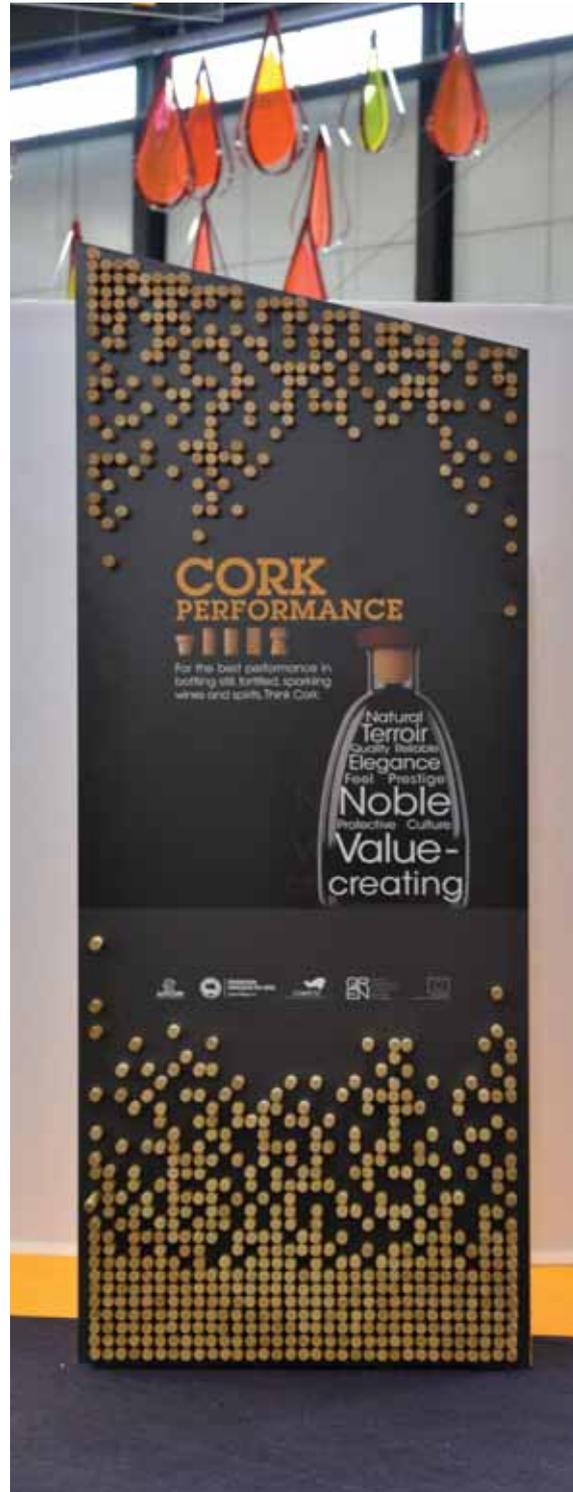
This year's presence of cork was sensed everywhere, reflecting a major information drive by the cork sector to highlight the advantages of cork and also reflecting the market's growing recognition of cork's quality and premium credentials.

*Cork was truly omnipresent – in wine tastings, workshops, an interactive booth and exhibition panels occupying a total of 450m<sup>2</sup> exhibition space – one of the largest spaces at the fair.*

Vinexpo's organizers made a major commitment to increasing the overall number of international visitors to this year's edition, including inviting the US as guest of honour. There was a substantial increase in visitors from fast-growing markets, such as China (+14%), Africa (+18%), Oceania (+28%) and the US (+15%).

The event included an opening speech by François Hollande – the first ever official visit by a French president – who emphasized the key role placed by the French wine and spirits industry in consolidating France's positioning as a source of premium products.

Given that France is the world's largest market for cork stoppers, Vinexpo's overall emphasis on the prestige value of wine and spirits perfectly matched the spirit of the promotional campaign conducted at the fair by the Portuguese Cork Association (APCOR) in association with the French Cork Federation (FFL), via the umbrella organization, the Cork Professionals.



*As official sponsors of Vinexpo, Cork Professionals had a key role in highlighting cork in three tasting “Flights” – a novelty of this edition – dedicated to dessert wines, Rosés and champagnes and sparkling wines.*

innovative initiatives designed to promote wine sales in their retail chains and educate consumers.

A total of eight prizes were attributed - Special Jury Prize to Daniel Travini, Intermarché’s head of wine, Liège d’Or prize to LIDL, Marketing award to Auchan, Merchandising award to Match, Distribution Brands award to Casino, Best Cross-Channel Initiative award to Carrefour, Solidarity award to Simply Market and Sustainable Development award to Nicolas.

Christophe Sauvaud, President of the French Cork Federation (FFL) and General Director of Amorim France presided over the award ceremony.

During Vinexpo, the ApCOR international cork promotion campaign also organized a wine faults workshop, featuring a presentation by Oenology expert, Dr. Pascal Chatonnet, who emphasized the benefits of cork stoppers in minimizing wine faults, in comparison with alternative closures. Over 80 wine professionals from 10 countries attended the seminar.

Visitors to this year’s edition of Vinexpo were also greeted at the Arrivals Lounge of Bordeaux airport by 22 large-scale advertising panels featuring 22 different French, Italian, Spanish, Portuguese and Austrian wines which use the revolutionary packaging solution, Helix, developed by Amorim and O-I, which was officially launched at Vinexpo’s previous edition, in 2013.

Carlos de Jesus, Amorim’s Director of Marketing & Communication, stated, “Vinexpo 2015 delivered an unprecedented level of visibility for cork ranging from innovative packaging solutions such as Helix, to underlining the unique benefits offered by cork in terms of conveying a premium image in the market. The feedback from our stakeholders has been overwhelmingly positive - reinforcing the understanding that cork offers unique advantages in terms of guaranteeing quality, prestige and sustainability for the international wine and spirits sector”.



Vinexpo also hosted the 3rd edition of the award ceremony “Victoires du Liège” (“Victories of Cork”), France’s first and most prestigious event dedicated to wine-related initiatives in the retail sector.

Created by the French Cork Federation (FFL) and leading retail trade magazine Rayon Boissons, “Victoires du Liège” rewards leading retailers for



# EDUCATION ABOUT CORK SPANS THREE CONTINENTS

*Various educational sessions about the advantages of cork have been organized over recent months across three continents.*

Several initiatives have been integrated within the INTERCORK II campaign - a €7.3 million communication campaign, 80% financed by the Compete programme (Thematic Operational Programme for Competitiveness Factors) and 20% by the members of the Portuguese Cork Association, Apcor.

One of the main topics is to show how different wine closures have a significant impact on the sensory intrinsic quality of wine presented to consumers. The initiatives range between providing general information about cork, especially in fast-emerging markets such as China, complemented by more detailed analysis of wine faults and the advantages of natural cork vis-à-vis artificial stoppers in terms of avoiding wine defects caused by phenomena such as reduction or oxidation.

In France, technical sessions about the advantages of cork were organized during the Annual Meetings of the Federation of Independent

Winemakers of Var (March 19) and the Federation of Bouches du Rhône on (April 9).

In Düsseldorf, Germany during ProWein, the international Trade Fair Wines and Spirits, (March 15-17), enologist Romana Echensperger gave two seminars on wine faults, with 50 attendees from the wine sector, media and opinion leaders.

During Vinitaly (March 22-25) in Verona, information on cork was provided in the stand of Le Donne Del Vino - an association of female managers or owners of major Italian wine brands. The event also included a workshop "Feminine scents - a journey to the ancestral path", with a presentation on cork and cork stoppers and their importance for wine preservation.

In Denmark, a seminar on "Reduction-oxidation defects and wine" was held in April, attended by over 100 participants, focusing on questions such as how much oxygen is beneficial for wines and what is the best closure for wine? Presentations were made by Paulo Lopes, Enologist PhD and WineMBA, educated at the Faculty of Enology of the University of Bordeaux, and Anne Juel Christensen, enologist at the University of Montpellier, wine consultant and producer. They focused their presentations on how oxygen reaches wine and influences its development over time.

On the other side of the Atlantic, Carlos Cabral, wine expert and ambassador for cork in Brazil, provided two seminars on "Cork in the Wine World" during Expovinis Brazil (April 23-24) in which he explained that "over recent years, development of the cork industry and enhanced quality control has effectively eliminated all forms of cork taint".

Meanwhile in China, InterCork continues its informational initiatives for Chinese consumers, including an event in the Carrefour hypermarket in Chengdu, and a mini stand offering an interactive game about cork.

The 92nd Edition of the China Food & Drinks Fair 2015 in the Century City New International Convention & Exhibition Center (CCNICEC) in Chengdu, also included a stand dedicated to cork which was visited by over 500 professionals.



# RIBERA DEL GUADIANA, THE FIRST D.O. REGION TO INVITE ITS WINEMAKERS TO USE CORKS

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A pioneering initiative has been launched to promote the use of cork in the region's D.O. wines, associated to the "Cork-Calidad Natural" initiative, coordinated by CICYTEX.

Spain's Ribera del Guadiana Denomination of Origin winemaking region - that encompasses two provinces, Cáceres and Badajoz in Extremadura, along the Spanish-Portuguese border - has signed a pioneering agreement with the Centre for Scientific and Technological Research of Extremadura (CICYTEX) to identify the use of cork in D.O. wines.

The two institutions announced that they view cork and wine as constituting two sides of a single culture, offering the best possible closure system - in terms of quality, environment and functionality for any type of wine. They added that the key advantages of cork include the fact that it's a natural, environmentally sustainable product, offers excellent physicochemical characteristics and is the perfect match for Ribera del Guadiana D.O. wines.

CICYTEX is also a partner of the EU project, 'SUBERVIN: Technology transfer and Improvements to Competitiveness of the Cork Sector, with other partners from Spain, Portugal and France.

Extremadura is Spain's second biggest cork-producing region, after Andalucía, and supplies over 1 billion wine corks per year, contributing around 12% of the world's total cork consumption.

The region's cork forests provide a natural continuation to the neighbouring "montado" plantations in Portugal's Alentejo region.

Portugal and Spain jointly produce 80% of the world's cork production.

The "Cork-Calidad Natural" brand (Cork - Natural Quality), promoted by CICYTEX, highlights the use of cork as a distinctive mark of quality in wines.

Under the terms of the agreement, the Control Board of the Ribera del Guadiana D.O. region will apply a rigorous quality checklist before including the logo on their bottles capsules, which informs the consumer that they have been sealed with natural cork.

The regulations of the D.O. region establish that all wines subjected to ageing processes, ie 'Roble', 'Crianza', 'Reserva' and 'Gran Reserva', must be sealed with cork.



*Maria Guardiola, Secretary General for Science and Technology, stated that “use of natural cork to seal wine brings added value to an already excellent product and the launch of Cork – Calidad Natural is the best way to guarantee this”.*

Antonio Mateo Rosado Rodríguez, Chairman of the Control Board of the Ribera del Guadiana D.O. region, explained that this is the culmination of many years of work and that use of cork is “synonymous with class” and “perhaps influences the quality and improvement of wines, especially Crianza wines”.

Ribera del Guadiana is the first Denomination of Origin wine region to sign such an agreement.

The region has excellent solar exposure and fertile clay and limestone soils, irrigated by the River Guadiana. In addition to its vineyards, other major local crops include cork, olives, and cereals.

In addition to its high-quality cork and wines, the region is famous for several Spanish delicacies, including pata negra cured ham and torta del casar cheese.

CICYTEX and Ribera del Guadiana have launched a cross-media information campaign directed to the winemaking sector to publicize the brand ‘Cork – Calidad Natural’.

In May 2015, during the International Wine Trade Fair (FENAVIN), in Ciudad Real, CICYTEX presented the Cork-Calidad Natural brand and announced that it would be made available free of charge to any winery requesting its use.

José Manuel Amorim, head of Amorim’s Spanish operations is delighted with the new venture, which he believes adds competitiveness in both the internal and export markets, stating, “Overall, the initiative will jointly promote Extremadura wines and use of natural wine corks. It highlights the fact that cork delivers competitive advantages, thus creating added value for consumers.”



## AMORIM SUPPORTS THE CAPE WINEMAKERS GUILD PROTÉGÉ PROGRAMME

Amorim Cork South Africa has consolidated its support for the Cape Winemakers Guild Protégé Programme - a mentorship programme for young South African winemakers, founded in 2006.

Under the terms of the new sponsorship agreement, Amorim’s South African subsidiary will donate to the Protégé programme 0.5% of sales from its cork products to Guild members in 2015. The majority of wines made under the CWG label are sealed with natural cork.

*Amorim has been supporting the mentorship initiative since 2011 by donating cork closures for wines made by participants during their second year under the programme.*

Joaquim Sá, Managing Director of Amorim Cork South Africa, explained that “As an international company committed to adding value to wine and its image, Corticeira Amorim shares the values of excellence and quality defended by the Cape Winemakers Guild. We intend to contribute actively to development of new talent in South Africa’s wine industry that will further strengthen its reputation and excellence in the future”.

Louis Strydom, chairman of the Nedbank Cape Winemakers Guild Development Trust, stated that the partnership places the Protégé Programme “at the forefront of a successful and innovative future for winemaking in South Africa”.

# FRENCH WINERY FOLIE D'OC CHOOSES HELIX

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Folie d'Oc, a rosé wine cultivated in vineyards near Montpellier in the South of France, in AOC Languedoc, will henceforth be sealed with the unique Helix cork and glass bottle system.

Launched in 2013, the Helix system has already been adopted by producers in France, Spain, Italy, Austria and Portugal.

This is the first major French wine to be distributed using the new packaging solution.

Folie d'Oc is the result of a partnership between a historic family of Languedoc winemakers – the Guizard Domain – and a wine shop, Megavins, that runs four cellars in the Montpellier region.

Jean Guizard, owner of Domaine Guizard, explains that: "Folie d'Oc is very proud to offer this innovation to its customers. We couldn't pass up on this opportunity to be the first winery to offer this revolutionary system in France".

Christophe Sauvaud, Executive Director at Amorim France is equally satisfied: "We're very happy to see that the fruit of our long R&D effort with OI is finally arriving in the French market. Helix will now be able to conquer the hearts of the world's most highly discerning wine consumers".

# BEST WHITE WINE OF THE WORLD SEALED WITH CORK FROM AMORIM

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During the annual Concours Mondial de Bruxelles awards in May, the Family Reserve Chenin Blanc 2013 from South African winery Kleine Zalze was voted the "best white wine of the world".

8000 wines from 41 countries competed for the awards, that were judged by a hand-picked panel of 299 sommeliers, buyers, importers and wine journalists.

"We're very happy to receive the Best White Wine of the World award," explained Kobus Basson, Kleine Zalze's CEO and owner, after the announcement.

"We're also very happy to use Amorim corks. We use them in all our premium wines... It's about consistency. It's a big problem when we use corks that don't work and we're confident about using Amorim corks in our range."

# HELIX WINS TOP PRIZE AT DRINKS BUSINESS GREEN AWARDS

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*Hailed as the first major wine packaging innovation of the 21st century, Helix, has won its seventh international award – this time in the UK.*

Helix won the top product title – Best Green Launch - at the 2015 Drinks Business Green Awards in London that recognise and encourage environmental responsibility and sustainability.

Patrick Schmitt, editor-in-chief of Drinks Business, explained that Helix's revolutionary cork and glass bottle system offers a compelling 'wow' factor.

"Helix's appeal lies in its convenience and ease of opening, while also flagging up all the sustainability credentials of natural cork" he explained. "As this striking piece of innovation picks up commercial momentum, the judges were keen to reward this exciting, appealing addition to the closures scene".

Since its launch to the world's wine industry at Vinexpo in 2013, Helix has garnered prestigious 'Packaging Oscars' in France and Italy, and key awards for design and innovation.

Benoit Villaret, wine segment coordinator at O-I Europe stated, "With this seventh award, Helix has demonstrated it is a commercial and environmental success as well as a great concept. Even at the awards ceremony, we started fresh conversations with people who were keen to investigate the potential of Helix for their brands".

"Our unique Helix system is a real game changer, and it is good to see it recognised by our peers in the international wine world", adds Carlos de Jesus, Amorim's Director of Marketing and Communication". "We are particularly excited to receive this Award because we know how stiff the competition always is. We are delighted that the product's 'green' credentials have been understood and acknowledged".



# NEW WORLD RECORD FOR BIGGEST CORK MOSAIC

The world record for the biggest cork mosaic has been broken three times over the last 12 months – the latest example of an innovative way of using wine corks.

Cork mosaics are not only spectacular artistic achievements, they attract major interest amongst the general public, revealing the special pull of cork and the delight in discovering surprising new ways to use corks pulled every year from millions of bottles of wine and champagne.

In June 14, 2014, during the annual Bordeaux Wine Festival, a 154.80 m<sup>2</sup> cork mosaic, designed by Russian artists Elvira Gazizova and Sergey Sidorov, and formed into the shape of a wine barrel, was unveiled to the general public in L'Esplanade des Quinconces in Bordeaux.

Visitors to the Guinness World Records website later voted it Fan Choice record of the year.

Three months later, in Portugal's Alentejo region, a 157.12 m<sup>2</sup> cork mosaic portraying the writer, José Saramago, took the world title.

The mosaic was designed by Albanian artist Saimir Strati, who already holds eight records in the Guinness World Records.

The Centre for Arts and Culture of Ponte de Sor, in Portugal's Alentejo region (location of the majority of the country's cork forests), collected over 300,000 wine corks for the project.

This initiative, developed by Saimir Strati, received support from the Festival Sete Sois Sete Luas, Corticeira Amorim and the Alentejo Regional Tourism Board.

*On June 5, 2015, the world record was broken yet again, by a 178 m<sup>2</sup> mosaic (32 x 5 metres) – portraying various famous Dutch men and women from past and present, including Queen Maxima, Vincent Van Gogh, Rembrandt and Anne Frank.*

The new world record was secured by the cultural association Stichting Limmen Ludiek, in the Dutch town of Limmen (30 minutes north-west of Amsterdam), known by locals as the 'Cork Capital'.

Volunteers collected 401,731 wine corks for the mosaic, from locations in the Netherlands, Germany, France, Portugal and the U.S.

Andre Koopman, Deputy Director of Stichting Limmen Ludiek explained that the most important thing for the Foundation was not the Guinness World Record itself but the whole associated process.



"Almost 25.000 visitors saw this unique mosaic made from used corks. Collecting the corks was a wonderful experience. Corks were sent from all over the Netherlands and the world to our little village. The actual idea for the cork mosaic popped up by coincidence. A complete stranger called us 4 years ago and told us he had over 50.000 used wine corks in his cellar and wondered if we could use them. He was right! Personally I have a professional weakness for corks because I work in the wine industry in the Netherlands, as Marketing Manager for the Groupe LFE, part of the Groupe CASTEL in France. Wine and corks are my day-to-day business. A few years ago I had the opportunity to talk with Amorim at ProWein 2013 and in 2014 Amorim generously provided us with 70,000 corks for this project."

Smaller cork mosaics have also made the news over recent months.

A 2.3m x 3.2 m mosaic portraying the coronation of Felipe VI and Letizia, designed by North-American artist, Scott Gundersen, received pride of place in Portugal's stand in Madrid's FITUR International Tourism Trade Fair and helped the stand be voted best international stand at the event.

## CORTICEIRA AMORIM SPONSORS JAMES IRVINE EXHIBITION DURING MILAN DESIGN WEEK

Milan Design Week, (April 14-19, 2015), included a retrospective exhibition dedicated to the late British designer, James Irvine (1958 – 2013).

Curated by Italian design journalists, Maria Cristina Didero and Marco Sammiceli, "James Irvine: An English Man in Milan" was held in the Museu del Novecento, housed in the Palazzo dell'Arengario, in Milan's historical centre overlooking the Piazza del Duomo.

James Irvine moved to Milan in 1984 after graduating from the Royal College of Art, London. He was a profound Italophile and had a deep love for Milan, not only because it's an international design hub - where he worked with the likes of Marc Newson, Jasper Morrison, Naoto Fukasawa, Konstantin Grcic and Michael Young - but also because of its characteristic joie de vivre and unique conviviality, often sealed by a cappuccino or uncorking a fine bottle of wine.

Irvine's design studio worked with various leading international companies, including Corticeira Amorim, which sponsored the exhibition.

Focusing on the theme of treasure boxes, the exhibition included two projects designed by Irvine for Amorim: SIX, a portable mini wine cellar from the MATERIA collection, launched in 2011, and STOW IT, a wall-shelf, integrated within the Metamorphosis project (2013).

"The natural spirit of the cork is a perfect starting point: it allows you to explore new forms for everyday needs" is how James Irvine, described cork when



presenting SIX, that was specially designed for wine lovers and collectors, enabling bottles to be stored, displayed and carried. At the time he revealed that the idea of designing SIX came to him after a seaside dinner, combining magnificent Portuguese cuisine with a fine vintage Port: "I started thinking that these wonderful bottles need to be cuddled and carried with the greatest of care. That's how I thought up Six".

Amorim has attended Milan Design Week every year since 2011. In 2013, the group was a partner to BMWi and French designers Ronan & Erwan Bouroullec, who designed a cork installation featuring a visionary concept of sustainable mobility. In 2014, Amorim joined forces with Wallpaper and US designer Todd Bracher to showcase a cork jacket.

Carlos de Jesus, Corticeira Amorim's Director of Marketing & Communication, sums up, "The fact that we, at Corticeira Amorim, are challenged to take part in such initiatives at the world's leading design venue is a clear sign not only of the prestige that cork enjoys today, but also a validation of the company's strategy, which has long identified the major potential of this area".

## NH HOTEL CHAIN RECYCLES 2 TONS OF CORK STOPPERS

In line with its impeccable sustainability credentials, cork is increasingly being recycled for innovative uses, including a unique programme - Cork2Cork - launched by the prestigious NH international hotel chain, in partnership with Corticeira Amorim, which transforms cork stoppers into flooring that are then used to renovate the chain's units.

The initiative highlights the fact that cork is synonymous with sustainability and quality - whether when used to seal a fine bottle of wine or to guarantee maximum room elegance and comfort.

Cork2Cork was launched in 2011. Under the programme the NH Hotels Group has collected 1,994 kg of cork stoppers across its 77 hotel units - located in Spain, Italy, Germany, France, Belgium and Holland.

The recycled stoppers have already produced about 8000 m<sup>2</sup> of flooring, equivalent to that used in renovation or construction of more than 300 rooms.

Mónica Chao Janeiro, Environment and Sustainability Director of the NH Hotels Group, explains that "The Cork2Cork programme gives us the opportunity to renew and create new spaces, providing new experiences to our customers and thereby strengthen our sustainable identity, based on the characteristics and natural properties of cork."

The fact that a hotel chain, with the prestige of NH Hotels, understands the technical and environmental advantages of cork and has made it available to its guests in major European cities, is excellent news not only for Corticeira Amorim, but for the entire cork value chain, which is extremely important in Portugal and Spain.

## AMORIM CELEBRATES 4 YEARS OF VINOCAMP

In March, over 270 enthusiasts and wine professionals attended Vinocamp, held in the Maison des Métallos in Paris.

Founded in 2011, Vinocamp brings together industry professionals - including wineries, technical partners and communications specialists - to discuss the opportunities offered by digital innovations in the world of wine and spirits.

Vinocamp is a user-generated conference, based on a concept which emerged in the tech industry in the early 2000s. The initiative exploits rapidly changing trends in the wine industry, powered by new technologies.

This year's edition focused on issues such as how to take advantage of connected devices in the world of wine, how to use social networks to boost online sales and how number crunching can help wineries adjust their business models.

Amorim has been a partner of Vinocamp since the event was founded, because it enables the group to highlight its interest in digital innovation and to affirm its commitment to associated R&D initiatives.

Vinocamp also enables Amorim to promote its wine cork recycling programme, Ecobouchon, which over the last 5 years has collected nearly 600 tons of cork!

During this year's edition of Vinocamp ten bins were available to collect wine corks.

## SOUTH AFRICA'S AVONDALE LAUNCHES INNOVATIVE CORK PACKAGING SOLUTION FOR ITS FLAGSHIP RED BLEND

Leading South African winery Avondale, which is dedicated to sustainable and natural viticulture, in line with its ethos of "Terra Est Vita" (Soil is Life), has chosen natural cork to seal its flagship Navitas red wine,

The Navitas single-bottle packaging, designed by Wiid Design, aims to underline the exclusive nature of the wine and Avondale's natural approach. Offering a memorable tactile experience each bottle is packaged inside a cork-and-aluminium container.

"Laurie Wiid van Heerden of Wiid Design explains that: "These original and custom designed packaging bring a second life to the product; it emphasises the high value of its contents, similar to that of honey in a honeycomb, which is that of Avondale's signature wine. The hexagonal dark cork lid and base reference nature; the cork material also relates directly to the tradition of wine and wine making."

The cork used to package each Navitas bottle is 100% sustainable, natural and biodegradable, and the gold hexagonal components are precision manufactured and hand fitted with brass and leather.

"We're very proud of the result," adds Jonathan Grieve owner and winemaker at Avondale. "When we started this project we wanted the packaging to reflect the exclusiveness of the wine and at the same time have an alternative use or afterlife. Each container that holds a bottle of Navitas provides a linear fit with another to create a 'wine-comb' that delivers the best presentation of our wines."

## AMORIM IN THE SPOTLIGHT DURING THE FIRST EDITION OF THE BEIJING GRAND TASTING OF CHINESE FINE WINES

China is not only a fast-emerging wine market. It's already the world's biggest red wine market, with 700 wineries (in 2012) that produce over 15 million hectoliters of wine per year.

The primary goal of the first edition of the Beijing Grand Tasting of Chinese Fine Wines (March 6) - supervised by French sommelier Nicolas Carré and with a jury panel led by leading French wine critics, Michel Bettane and Thierry Desseave - was to foster greater international recognition for Chinese wines.

173 wines were tasted during the event and awards were granted to 24 red wines, 1 sparkling wine and 6 whites.

The selected wines will be included in the 2015-2016 Bettane+Desseave Wine Guide in Chinese - a precedent for Chinese wines.

During his concluding speech, Thierry Desseave highlighted how Amorim's work in quality and R&D has positioned the group far ahead of the competition.

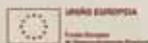
This is particularly important given that the substantial Chinese wine market is expected to soar over coming years.



Fact: Quality matters—no matter what the price point. 93% of U.S. wine consumers associate natural cork with higher quality wine and indicate it positively influences their purchasing decisions, while artificial closures can deter a purchase. Perhaps that's why wines with natural cork have seen sales increase by 33%.\* People are also discovering that, unlike plastic plugs and aluminum screwcaps, natural cork is better for the environment because it's sustainably harvested and doesn't rely on fossil fuels to produce. So why sell yourself short? Natural cork adds value—to your wine, your consumers, your planet and your bottom line.

[100percentcork.org](http://100percentcork.org)

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\* Cork Quality Council comparing A.C. Nielsen Survey results for the Top 100 Premium Brands over the 4-week period ending 3/28/2014.



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