

# BARK to BOTTLE

#48 NOVEMBER '22

AMORIM CORK

## Are our brains hard-wired to prefer corks?

Recent neuromarketing studies reveal that consumers are willing to pay 18.5% more for a cork-sealed wine



- 3** Are our brains hard-wired to prefer corks?
- 6** Xpür® stopper contributes to mitigating climate change
- 8** US: Cork-sealed wines generate over 60% of sales of top 100 Brands
- 9** Amorim Academy celebrates its 30th anniversary with conference held in the World of Wine
- 10** Bank of America predicts that Gen Z consumers will become “the most disruptive generation ever.”
- 11** Millennials and Gen Z are driving rising demand for cork-sealed wines in the UK
- 12** Amorim’s Carlos Veloso dos Santos is Le Donne del Vino’s “Person of the Year”
- 13** Amorim Cork co-creates the Golden Vines® 2022 trophy
- 14** Winners of 2022 Amorim Cap Classique Challenge announced
- 15** Wines of Chile and 100% Cork join forces to highlight sustainability and the benefits of cork
- 16** “Upcycling Cork by WOW” collects 218 kg of used cork stoppers
- 17** Amorim Top Series is a founding partner of the Make a Mark Project
- 18** Amorim and the world of cork in the international media spotlight
- 19** Amorim wins a World Finance Magazine Sustainability Award for the fourth consecutive year

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# Are our brains hard-wired to prefer corks?

Recent neuromarketing studies have confirmed that cork stoppers make a key contribution to consumers' sensorial enjoyment of wines.

The most recent study was conducted in 2022 by Milan's "Behavior and Brain Lab" from the Neuromarketing Research Centre of the IULM University. It was promoted by Apcor – the Portuguese Cork Association and Assoimballaggi – Federlegno / Arredo.

The study revealed some startling facts, such as the fact that cork-sealed wines generate a 238% higher emotional activation for consumers compared to artificial closures.

40 participants were invited to taste the same wine, after being played one of two different audio recordings – either of a cork stopper being pulled from a bottle, or a screw cap being twisted open.

The research was conducted using neuroscientific equipment such as EEG helmets, special sensors and eye trackers. Emotional and cognitive reactions were analysed by detecting participants' skin conductance and heart rate. The focus was on primordial, immediate and unconscious emotional and cognitive reactions, which are essential to our understanding of consumer behaviour.

The results revealed that while participants listened to the recordings, the sound of removing a cork stopper produced the strongest response, compared to a screw cap: cognitive engagement was 39% higher, and emotional activation was 64% higher.

During the smelling and tasting stages, the results were even more marked than in the listening phase.

When it came to smelling the aroma of the wine, the cognitive engagement of participants who had heard a cork being removed was 34% higher, while emotional activation was 59% higher.



# NEUROMARKETING

## THE ROLE OF CORK IN THE PERCEPTION OF WINE

Sound, Olfactory and Taste experience



### SOUND

The sound of opening a bottle with cork creates  
**a 39% stronger rational response**  
than the opening of a bottle with a screw cap

Emotional response  
**64% HIGHER**

Emotional response  
**59% HIGHER**

### SMELL

The olfactory experience of wine  
from a bottle with cork creates  
**a 34% stronger rational response**  
than opening a bottle with a screw cap



### TASTE

Tasting wine from a bottle with a cork creates  
**a 80% stronger rational response**  
than opening a bottle with a screw cap

Emotional response  
**238% HIGHER**

EVERYTHING  
TRANSLATES INTO



HIGHER  
PERCEIVED  
QUALITY



GREATER  
PLEASANTNESS



Visual experience



### VISION

#### Analysing a wine label

Three labels were shown, each with a different  
stopper - a cork stopper, a screw cap  
and a synthetic stopper

**10% MORE TIME** spent on viewing  
the label with a cork stopper

EVERYTHING  
TRANSLATES INTO



HIGHER  
PERCEIVED  
QUALITY



GREATER  
ATTENTION  
TO THE ENVIRONMENT



This difference was even stronger during the tasting stage. Participants who believed they were drinking wine from a cork-sealed bottle had 80% higher cognitive engagement and over 238% higher emotional activation.

The participants also attributed higher quality and stated their willingness to pay a higher price for the wine perceived to be sealed with a cork stopper. They revealed that on average they were willing to pay € 7.78 per bottle, i.e., € 1.21 more, compared to a bottle sealed with a screw cap (+18.5%).

These results mirror the findings from similar studies conducted in other countries, such as, the “Grand Cork Experiment - Neuroenological Tasting” conducted in 2017 in Soho, London designed by Oxford University’s Crossmodal Research laboratory, in which 140 participants were tested to see how the sounds, aromas and sensations associated with opening a wine bottle trigger our brains and influence our taste buds.

On average participants rated cork-sealed wines as having 15% better quality compared to wines sealed with screwcaps.

In the same year, British mathematician, Dr Eugenia Cheng, an Honorary Fellow of the University of Sheffield Mathematics and Statistics Department, decided to conduct an experiment to determine the exact frequency at which the sound of removing a sparkling wine stopper is the most appealing to the human ear.

She concluded that the secret lies in chilling the bottle and then applying minimal pressure to remove the cork with a pleasant ring rather than a loud thudding pop.

In an independent study, conducted in the USA in 2019, published in the International Journal of Hospitality Management (IJHM), 310 participants were asked to blind taste two wines, after visual clues that led them to believe that the wine had been sealed with either a natural cork stopper or a screwcap. The wines perceived to be sealed with a cork were ranked as over 15% better quality.

Neuromarketing uses state-of-the-art tools to measure participants’ physiological and neural signals in order to devise new advertising strategies and product development.

The results from these neuromarketing studies reflect the fact that consumers associate cork stoppers with better wines, and therefore the sound of opening a cork-sealed bottle of wine immediately triggers a stronger cognitive and emotional response.

These findings have been corroborated by market research surveys in the world’s leading wine markets, including the UK, US, France, Germany, Italy, Spain and China, that reveal that consumers consistently associate cork stoppers with higher quality wines.



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# Xpür® stopper contributes to mitigating climate change

Amorim Cork has played a pioneering role in commissioning life-cycle assessment studies to evaluate the carbon balance of its principal products.

The data from these studies is used to produce quantifiable information to Amorim Cork's approximately 19,000 national and international customers on how to reduce the carbon footprint of their products.

The most recent study is for Amorim's Xpür® stopper, conducted by the consultancy firm PriceWaterhouseCoopers, which reveals that it has a carbon footprint of -3.542g CO<sub>2</sub> per stopper, when considering the carbon stored in the stopper, evaluated using a cradle-to-gate approach. When considering shipping to the UK, the carbon footprint is -2.086g CO<sub>2</sub> per stopper. The results are even more positive if one considers the carbon sequestration of the cork oak forest, with a carbon balance of -393g CO<sub>2</sub> per stopper considering transport to the UK.

Launched in 2021, Xpür® is the world's most efficient and ecological anti-TCA technology, and its application is now extended to the production of Qork®, which also features an innovative binder, made exclusively from polyols of vegetable origin.

Xpür® makes it possible to deliver non-detectable TCA performance\* in treated microgranulated stoppers, while leaving cork's physical-mechanical properties intact. As a consequence, Amorim Cork's range of microgranulated stoppers has the highest percentage of cork in the market. This treatment also dispenses with additional chemical solutions to maintain cork's natural properties, in particular the very important rates of compressibility and expansion.

The carbon footprint study was developed in accordance with the guidelines of the Greenhouse Gas Protocol (GHG), developed by the World Business Council for Sustainable Development and the Development and the World Resources Institute, and uses a life cycle assessment (LCA), based on ISO 14040 standards. The study was also supported by data from Amorim Cork, bibliographic sources, Ecobilan LCA database and TEAM® analysis software.

\* Releasable TCA content at or below the 0.3 ng/L detection limit; analysis performed in accordance to an internal method based on ISO 20752.



# US: Cork-sealed wines generate over 60% of sales of top 100 Brands

A study released in May 2022 by the Cork Quality Council - a nonprofit organization comprised of leading US cork suppliers – has revealed that the market share of cork-sealed wines amongst the top 100 brands in the US jumped from 51.8% in 2010 to 60.6% in 2022.

Based on monthly data compiled by Nielsen Scanning Statistics since 2010, the study reveals that cork-sealed wines dominate all price points and represent 86% of revenue from wines priced over \$20.

(See Chart 1, Revenue by Price Segment)

Total revenue for cork-sealed wines has virtually doubled during this period (93% growth) compared to 50% growth for wines sealed with artificial closures.

The number of top brands using cork closures is growing, and those using cork have enjoyed more robust sales growth than brands sealed with artificial closures.

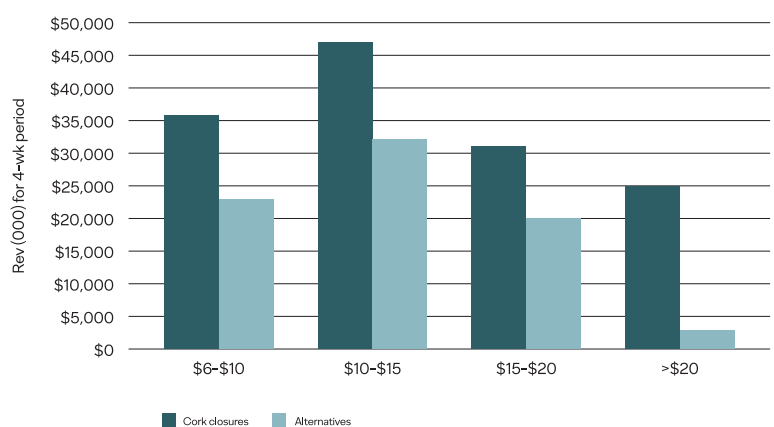
The Top 100 Premium Brands recorded a 33% volume increase in case sales between 2010-2022, overwhelmingly driven by cork-sealed wines, which increased by 56% compared to only 8% growth for wines sealed with artificial closures.

(See Chart 2, Case Sales by Closure Type)

The study also highlighted the \$4.95 price premium enjoyed by cork-sealed wines. The median price for cork-sealed wines among the Top 100 Premium Brands in May 2022 was \$16.47 – which is 43% higher than the median price of wines sealed with artificial closures. The average price for cork-sealed wines was \$1.45 (+12%) higher.

## Revenue by Price Segment

Top 100 premium wine brands



## Case Sales by Closure Type

4 weeks ending	5/21/2022	5/29/2010	Change	%
Cork closures	906,459	582,609	323,850	56%
% share	60.6%	51.8%	8.9%	17%
Alternatives	588,711	543,171	45,540	8%
% share	39.4%	48.2%	-8.9%	-18%
Total Top 100	1,495,170	1,125,780	369,390	33%

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# Amorim Academy celebrates its 30th anniversary with conference held in the World of Wine

To mark its 30th anniversary the Amorim Academy organised a seminar dedicated to “Climate change and the challenges for vines and wine”, held in the World of Wine - Vila Nova de Gaia on October 11.

The seminar was attended by world-renowned wine experts, including Jocelyne Pérard - one of the leading figures in climatology and wine research, professor at the University of Dijon (Burgundy – France), who is the head of the UNESCO commission “Culture et Traditions du vin” (Culture and traditions of wine).

Tribute was paid to the winner of the 2022 Grand Prix Sciences & Recherche award during the event: Charlotte Brault, for her thesis on the “optimisation of the selection of new vine varieties using genomic and phenomic prediction”.

Her analysis focused on high-throughput phenotyping tests related to drought resistance, genomic selection and a new selection method based on spectrophotometry rather than genotyping.

The “coup de coeur” prize was awarded to Aurélien Nouvion for her thesis, “Times and actors of vine and wine in the Middle Ages - comparative study: Burgundy – Champagne (5th-16th centuries)”.

Jean-Marie AURAND, honorary director general of the International Organisation for Vine and Wine (OIV) chaired the main seminar, which provided an enriching discussion of a key topic facing the world of wine: climate change, the ecological balance of the planet and sustainability.

The Amorim Academy was founded in France in 1992 by the Amorim Group to encourage research in winemaking, knowledge about wine and innovation in winegrowing practices.

It organises the annual Grand Prix Sciences & Recherche award and promotes thematic forums, which bring together specialists, professionals and people interested in the subject, united by the same passion for wine.



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# Bank of America predicts that Gen Z consumers will become “the most disruptive generation ever.”

Generation Z consumers (born from the late 1990s onwards), who have been entering the job market over the last 4-5 years, are forecast by the Bank of America to surpass the income of Millennials by 2031 and become “the most disruptive generation ever.”

A recent report, First Insight, produced in partnership with the Baker Retailing Center at the Wharton School of the University of Pennsylvania has revealed how sustainability issues are increasingly driving purchase decisions.

Sustainability has become a rising priority for all consumers over recent years. For example for the Gen X generation, only 34% in 2019 were willing to spend 10% extra or more for sustainable products, whereas this figure has now jumped to 90%.

One of the driving forces of this process is precisely the persuasive power of the younger generations. As Gen Z makes its voice heard on these issues, they are carrying their parents' generation - Gen X - with them.

The report revealed that 75% of Gen Z consumers consider sustainability more important than brand name for purchase decisions.

But other generations are not far behind – 71% of Millennials, 73% of Gen X and 65% of Baby Boomers shared the same opinion.

Another interesting finding in the report is what Sustainability actually means for consumers. 48% of Gen Z respondents associated sustainability with sustainable manufacturing, whereas for all the other age groups the principal focus was on recycled, sustainable and naturally harvested materials.

The importance placed on sustainable packaging has risen markedly since 2019 with an average 35% increase across all generations. Sustainable Packaging is considered to be important by over 73% of Gen Z, Millennial and Gen X respondents and by over 67% of Baby Boomers.

The First Insight report concluded: “With Generation Z’s spending power estimated at up to \$323 billion, retailers and brands must remain committed to sustainability practices to stay on the path forward for retail’s sustainable future and growth.”



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# Millennials and Gen Z are driving rising demand for cork-sealed wines in the UK

A 2022 report produced by Wine Intelligence for Amorim has highlighted the rising market power of Millennial and Gen Z drinkers and the fact that a significant proportion of these drinkers prefer cork stoppers and value cork's sustainability credentials and are willing to pay a price premium for cork-sealed wines because of their perceived higher quality and stronger sustainability credentials.

Millennials (aged 25-39) constitute 17% of regular wine drinkers, but consume a higher volume of wine than other generations (21%) and due to their drink-less-but-better preference account for 28% of total spend on wine.

The principle of drink-less-but-better is even more marked amongst the Gen Z (18-24) generation, who represent 4% of all drinkers but 8% of total spend.

This means that 36% of the total spend on wine in the UK comes from only 21% of regular wine drinkers, and that their preferences will be increasingly decisive in this market.

Overall, 90% of regular wine drinkers have a neutral or positive evaluation of cork stoppers, but Millennials, in particular, have a preference for cork. 58% stated that they like to buy cork-sealed wines, compared to 48% who also like buying wines sealed with screwcaps and 33% who like buying wines sealed with synthetic closures.

The data revealed that Baby Boomers - 56% of all regular wine drinkers - prefer cheaper wines, and represent 41% of the total spend on wine.

The respondents in general stated that cork stoppers outperform screwcaps and synthetic stoppers in terms of attributes such as Traditional, High quality, Good for special occasions, Trustworthy and Sustainable.

In turn, respondents primarily associated screwcaps with attributes such as being cheap, practical and affordable.

Given the preference amongst Baby Boomers for purchasing cheaper wines, as compared to Millennials, it is likely that the appreciation of screwcaps as being a cheaper option, is likely to be more valued by Baby Boomers in their purchase decisions, whereas these qualities are considered to be less relevant for Millennial drinkers, who place greater emphasis on

quality and sustainability and are willing to pay more for these attributes.

Millennial drinkers have a more positive perception of the quality and price of wines sealed with a natural cork closure and their likelihood to purchase these wines is significantly higher than other generations.

Cork's sustainability credentials are particularly highly valued by Millennial drinkers. For example, 79% of Millennials said that the fact that cork "protects regions against desertification" would positively influence their likelihood to purchase a wine, compared to 61% for all drinkers. In terms of cork's positive "contribution to fighting global warming" the ratio was 71% for Millennials and 58% for all drinkers.

GenX respondents (40-54 years old) were the next closest age group in terms of concern for social impact and sustainability issues, but the data suggested that GenZ consumers, although tending to be willing to spend more for better wines, were less aware of, or concerned by, such issues.

Overall, the data suggests that Millennials, in particular, are more likely to purchase a wine sealed with a stopper that has these attributes and more likely to be willing to pay a higher price for the wine as a consequence.

\* Based on data gathered via Wine Intelligence's.

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# Amorim's Carlos Veloso dos Santos is Le Donne del Vino's “Person of the Year”

Carlos Veloso dos Santos, CEO of Amorim Cork Italia, has been named “Person of the Year” for 2022, by the Italian association, Le Donne del Vino (The Women of Wine).

Le Donne del Vino is the world's biggest women's winemaking association, founded in 1988, which now has more than 950 members, including producers, restaurateurs, winemakers, sommeliers and journalists.

Two years ago it formed an international network with 10 similar associations in other parts of the world.

In 2022 the Association became a partner of Amorim Cork Italia's ETICO cork stopper recycling project, whose funds will be donated to female victims of domestic violence.

The association's editorial board stated that this award had been granted due to Carlos Veloso dos Santos's far-sighted vision “always looking forward, committed to building a better future for everyone,” underpinned by core pillars such as environmental quality, social justice, economic prosperity and culture.

The association emphasised the positive work atmosphere at Amorim Cork Italia, one of the few companies in Veneto to be certified with a Family Audit - with 17 measures implemented to strike a healthy balance between work and life.

It also noted that 50% of Amorim Cork Italia's staff are women and that half of management positions are occupied by women.

In addition to the ETICO recycling project, the association praised the museum project “SUG\_HERO - Metaforme - The thousand lives of an extraordinary gift of nature, cork”, whose second edition was held in WiMu, Barolo.

Finally the association focused on Amorim Cork Italia's results, with 14% higher production of stoppers, compared to 2020, and consolidated turnover in Italy in 2021 of €70.5 million.



# Amorim Cork co-creates the Golden Vines® 2022 trophy

Amorim, Gucci and Grant Macdonald teamed up with the Italian-Ethiopian artist, RED to design the Golden Vines® 2022 trophy, attributed to the winners of the Golden Vines® 2022 Awards at the Salone di Cinquecento at Palazzo Vecchio in Florence, on Sunday, October 16.

This is the second edition of the Golden Vines® awards, created by Liquid Icons – the fine wine research and content production company founded by the late, great Gérard Basset OBE MW MS and his good friend Lewis Chester DipWSET.

The Golden Vines® 2022 trophy resembles a champagne stopper in a golden wire cage, bearing red graffiti markings on the cork.

The design of the trophy incorporates traces of the 2021 trophy and once again involved the participation of Shantell Martin, Golden Vines®'s Artistic Director.

Amorim Cork supplied the cork, the British goldsmith Grant Macdonald produced the golden wire cage and the trophy presentation box was designed by Gucci.

The graffiti images were designed by the Italian-Ethiopian artist, Red Longo (RED). His work is distinctive, bold and innovative, combining a variety of inspirations: from African art, his own Ethiopian heritage and contemporary street fashion.

«The Golden Vines® 2022 Awards is a wonderful expression of the centuries-old intersection between wine, art, cork and nature. The intense, creative path behind the Golden Vines® 2022 trophy design draws on that unique relationship, to deliver a beautiful celebration of the quality of the winners, the wines and winemakers that are an integral part of Amorim Cork's global leadership.» commented Carlos de Jesus, Amorim Cork's head of marketing and communications.

George Macdonald, Managing Director of Grant Macdonald stated: "Working in the world of luxury, it makes total sense for our brand to be associated with the fine wine world. It's a pleasure to continue our working relationship with The Golden Vines awards, creating another trophy that is both innovative and aesthetically stunning».

The winners of the 2022 Golden Vines® Awards announced and awarded in Florence on Sunday 16 October were: Szepsy Winery (Hungary), Ridge Vineyards (USA), Penfolds (Australia), Louis Roederer (France), Wine-Searcher (New Zealand), The Sadie Family Wines (South Africa), Domaine de la Romanée (France), Becky Wasserman (France) and Grant Ashton (UK).



Paul Wasserman, on behalf of the late Becky Wasserman, Charles Lachaux, last year's winner of the Virgin Galactic Golden Vines World's Best Rising Star Award and Mathieu Jullien, head of LVMH Vins d'Exception (LtoR) share a moment of appreciation for the Golden Vines trophy during the event's Gala Dinner.



# Winners of 2022 Amorim Cap Classique Challenge announced

Amorim Cap Classique Challenge - South Africa's leading event for the country's Cap Classique fermented sparkling wines – announced the winners of its 21st edition on 22 September, at a ceremony in Tintswalo Atlantic, Cape Town.

Best producer was awarded to Domaine des Dieux, for the third time in eight years. The producer also won best wine for its Claudia Brut Cap Classique 2016 and won two gold medals, for its Claudia Brut. There were 126 overall entries to this year's competition.

Best Blanc de Blancs was awarded to Constantia Uitsig MCC 2018, while Newstead won top prize in the Extended Aging class for its Blanc de Blancs 2015. Simonsig Wine Estate won Best Rosé for Kaapse Vonkel Brut Rose 2020 and Best Nectar for its Vonkel Satin Nectar Rose 2020.

Co-founded and sponsored by Amorim, the Cap Classique Challenge was launched in 2022 and shares core values upheld by Amorim Cork, such as commitment to excellence and the relentless pursuit of ultimate quality in a quality natural product.

Joaquim Sá, MD of Amorim Cork South Africa commented: "It's always exciting to see new and unknown wineries performing at this Cap Classique competition, but the barometer of consistent excellence, such as shown by Domaine des Dieux in winning Best Producer three times in eight years, is one on which an image and reputation of greatness is built."

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# Wines of Chile and 100% Cork join forces to highlight sustainability and the benefits of cork

Wines of Chile organised an event to promote its Sustainability 365 campaign in Miami, Florida, on September 28, with support from 100% Cork.

The event was organised as part of “Chile’s Mosaic of Sustainability”, supported by ProChile, which included a tourism seminar and a grand tasting event, featuring more than 40 sustainable producers, with a focus on the country’s largest wine region, Maule.

Wines of Chile is a non-profit, private organisation formed by Chilean winegrowers dedicated to promoting Chilean wines.

The Sustainability 365 campaign, with the tagline: “Drink Sustainable. Drink Chile”, highlights the commitment of Chile’s local wineries across all areas of sustainability - Viticulture, Vinification and Bottling, Social and Wine Tourism.

The planned initiatives include virtual tastings, influencer programmes, Instagram Lives, social media and retail promotions.

“Chile is an international leader in sustainable winegrowing and our winemakers are united in protecting our land and preserving our natural resources,” explained Julio Alonso, North America Director of Wines of Chile USA. “We launched our Sustainability 365 campaign to highlight our producer’s dedication to sustainable practices - from viticulture and wine tourism to social equity. Cork is an important part of this commitment and we are excited to have 100% Cork join us to educate wine lovers about its many benefits as a closure”.

João Rui Ferreira, Vice President of The Portuguese Cork Association (APCOR) added: “Cork is the most sustainable wine closure in the market. We are delighted that Chile’s wine industry recognises the importance of cork as a 100 percent natural and renewable resource, and a pillar of sustainability in packaging”.

# Wines of Chile

*love wine. love Chile*



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# “Upcycling Cork by WOW” collects 218 kg of used cork stoppers

The World of Wine (WOW), the new cultural quarter in the Greater Porto region, has launched a cork stopper recycling project - Upcycling Cork by WOW – whose first initiative was an invitation for people to bring their used cork stoppers to WOW’s main square, between September 23-25, to celebrate National Sustainability Day (September 25).

More than 218 kg of cork stoppers were collected and then delivered to Amorim Cork in order to create new cork applications and donate the proceeds to the institution chosen to benefit from this programme: the Porto Protocol.

The Porto Protocol is an international non-profit institution, founded by Taylor Fladgate Port, that has hundreds of members, including the Amorim group, from the wine industry and across the entire value chain, who are committed to helping mitigate climate change.

Anyone who brought in at least 3.5 kg of cork stoppers was offered a personalised wine cork-shaped key ring and a children’s ticket to WOW’s Cork Museum.

“This is an initiative that serves to launch a bigger project,” explains Marta Bravo, WOW’s director of Museums and Shops. “Ever since we launched the Cork Museum at WOW, that involves a huge input from Amorim Cork, we want to make a bigger contribution to sustainability. We therefore aim to extend this initiative over time, as part of the “Upcycling Cork by WOW” project, in a logic of continuity and, of course, sustainability”.

The World of Wine is a new cultural quarter, with a gross area of 55,000 m<sup>2</sup>, in the Greater Porto region, located in the historic centre of Vila Nova de Gaia. WOW includes a total of seven museums, twelve restaurants and cafes, shops, a Wine School, an exhibition space and several event spaces.



# Amorim Top Series is a founding partner of the Make a Mark Project

In order to showcase leading packaging design proposals from around the world, the Make a Mark Project was launched in 2021, developed by three global industry leaders - Estal, Avery Dennison and LEONHARD KUR, with Amorim Top Series as a founding partner.

Gerard Alberti of ESTAL commented: "Since packaging is more than just a glass bottle and stopper, we thought, why not join forces with the most respected industry leaders in labelling and finishing — Avery Dennison and Leonhard KURZ — to see how much further we can push creative innovation? And what if we were to invite a number of the world's top packaging designers and turn this into something bigger — a creative platform for showcasing new ideas and for building an inspiring design community?"

In the 2022 edition, 20 projects from 14 countries were presented at Make a Mark's stand during Luxe Pack 2022 in Monte Carlo, October 3-5.

The 20 designers and countries were: 43'oz (Republic of Moldova), 56 Mar (UAE), Aktiva Design (Spain), Appartement103 (France), Black Eye Project (United Kingdom), Black Squid Design (Australia), BULLET Inc. (Japan), FLOV (Poland), forceMAJEURE (USA), Lonsdale (France), MABA (Spain), Morillas (Spain), Officina Grafica (Italy), O,nice! (Italy), Partisan du Sens (France), Popular Packaging GmbH (Germany), ThinkBoldStudio (Portugal), Sociedad Anonima (Mexico), SURE Brandesign (Argentina) and Zweischneider (Germany).

The brief for the 2022 edition focused on Sustainability, Luxury and Innovation in the Wine and Spirits and Beauty and Fragrances packaging field.

The packaging solution proposed by Portugal's ThinkBoldStudio included a sophisticated capsulated stopper, custom-made by Amorim Top Series.

The stopper pays tribute to the Monte-Carlo Casino, which opened in 1865, designed by French Architect Jean-Louis Garnier.

The capsule is inspired by the casino's statues, the glass pattern refers to the Opera stage curtains, and at the bottle base there is a debossed roulette wheel.

ThinkBoldStudio explained the philosophy behind the design: "The studio's concept was centred on luxury because it is the epitome of indulgence, meant to build desire and prestige. The capsule was inspired by the statues of the building and by the bonnet ornament placed in the hood of luxury cars, referring to the cars parked around casinos (...) Combining the opera, casino, and architecture references in a single bottle and making them work as a whole was a satisfying challenge for the studio.

Amorim Top Series has its own in-house design team that advises its clients to find the best design for each packaging project.



# Amorim and the world of cork in the international media spotlight

There has been a flurry of interest in Amorim and the world of cork in national and international media outlets over recent months, with over 25 articles published in Italy since April 2022 and significant coverage in France and other countries.

The Italian press profiled the cork harvest and Amorim's innovative Forestry Intervention Project, which includes acquisition of hectares of historical cork forests, new cork plantations with an innovative drip irrigation system and new high-precision cork harvesting machine.

The articles also highlighted the position of the Amorim group as the leader of the global cork industry, with a 40% market share, and the fact that Amorim Cork Italia is one of the leading Italian cork producers.

The "Italian Wine Girl", the pseudonym of Laura Donadoni, wrote an article about her visit to Portugal, Amorim's facilities and the cork forest: "I admired all around me a sea of trees in a thousand shades (...) What impressed me was the way Amorim managed to automate some of the steps of this initial processing while retaining a totally artisanal line."

French media coverage of Amorim and Cork included an article in Le Parisien, entitled "Cork, the other ingredient of a fine wine", with interviews with João Rui Ferreira, secretary-general of the Portuguese cork association (APCOR) and Jean-Marie Aracil, of the French Cork Federation.

Les Echos published an article: "Wine: the fabulous odyssey of the cork stopper," that visited the cork harvest and highlighted cork's sustainability and multiple applications, including interviews with Carlos de Jesus and Franck Autard, managing director of Amorim France.

Le Figaro ran the article: "Cork and Champagne: the perfect alliance," which focused on the benefits of cork for wine quality, new technologies and also how French company Reforest'Action is helping regenerate 100 hectares of cork forest in Portugal that were devastated by forest fires in 2017.

In October, the BBC published the report "Why cork is making a comeback" which discussed the new technologies being used in the harvest and in manufacturing, cork's strong sustainability credentials, the fight against TCA and the growing applications of cork. The article concluded: The problem now is having enough cork – demand is growing and the value of Portuguese exports reached an all-time high of €1.13bn (£921.29m/\$1.09bn) in 2021.

US wine expert and TV host Leslie Sbrocco who has worked on shows for CBS and PBS visited Amorim's premises in October 2022, as part of a tour of 20 wine collectors to Portugal and confided during the visit that she was amazed by the high-tech procedures in place.

Dutch RTL7 television programme, 'Doe Maar Duurzaam' - a weekly TV programme on sustainability topics - visited Amorim Cork's premises in Portugal and interviewed Carlos de Jesus, Carlos Duarte, of Amorim Cork Composites & Sports, and Catarina Gonçalves, of Amorim Flooring.

The programme focused on Amorim's sustainability practices and the negative carbon balance of its products and also profiled other innovative solutions in areas such as fashion, space exploration, sports, playgrounds, construction and transports.

Finally, for his @obsessedwithwine podcast, Wesley S Cable Sr interviewed Amorim's Carlos de Jesus, who talked about cork, referring to cork's remarkable properties in terms of its CO2 retention, elasticity and insulation properties. The wide-ranging discussion focused on issues such as how cork interacts with a bottle of wine, the importance of sustainability for Amorim, and the battle against TCA.

The discussion addressed Amorim's entire value chain, ranging from the use of premium cork to produce natural cork stoppers, to the re-use of cork from the production process to make composite cork products, to the use of cork dust as a source of biomass energy, which cover around 65% of Amorim's energy needs.

Carlos de Jesus highlighted that current consumer and producer concerns related to sustainability, complemented by improved quality control measures are underpinning a resurgence for cork in the market: "I think today we see the stars being aligned for cork!"

The interviewer concluded: "As a wine enthusiast, I was blown away by how much I didn't know about cork and how fascinating a material it is."



<https://www.buzzsprout.com/1891508/10615311-episode-12-carlos-dejesus-amorim-cork-portugal>

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## Amorim wins a World Finance Magazine Sustainability Award for the fourth consecutive year

Many companies and consumers have only recently started to place rising importance on sustainability issues, but the Amorim group has been prioritising these issues for decades, underpinned by the group's main raw material – cork.

This dedication is accruing growing recognition both in the market and in leading awards.

For example, in 2022, Amorim won a World Finance Magazine Sustainability Award for the fourth consecutive year.

Amorim won the top prize in the «Wine products industry» category of the World Finance Magazine Sustainability Awards. Distinguished for the fourth year running, the company was recognised for the promotion of cork oak forests, biodiversity and ecosystem services, through promotion, support and investment in Research & Development + Innovation, and the implementation of the best principles, models and practices of the circular economy.

The jury underlined Amorim's commitment to sustainability, aligned with the guidelines of the Global Reporting Initiative, membership of the 50 Sustainability & Climate Leaders initiative and FSC (Forest Stewardship Council) certification of most of its processing units.

The jury also highlighted “Amorim's long-term value proposition, the issuance of €40 million in green bonds, continuous investment in R&D+i in the amount of €10 million/year, and its sustainability strategy, based on environmental, social and economic pillars”. The jury concluded that Amorim's cork stoppers make a “relevant contribution to decarbonisation of the wine industry”.

Alongside this achievement, in September 2022, the Portuguese Business Association (AEP) granted the 2022 Sustainable Company award to Amorim Cork.

Amorim Cork, a member of AEP, was distinguished by virtue of its performance and relevant contribution to sustainability concerns, in economic, environmental and social terms.

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# WORLD FINANCE

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THE VOICE OF THE MARKET

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# THE TECHNICALITY OF NATURE

Amorim is proud to introduce Qork®, featuring Xpür®, the innovative 21st Century technology using supercritical CO<sub>2</sub>. This process removes TCA and other sensory deviation molecules that may exist in the cork, without compromising the cellular structure of the granules. Qork® is comprised of a minimum of 98% natural cork granules by volume and created with a 100% vegetable polyol binder. Qork® is the world's most sustainable and advanced micro granulated stopper.



AMORIM CORK

amorimcorkstoppers

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