
BARK to BOTTLE

#50 NOVEMBER '23

AMORIM CORK



François Audouze storied collection

Amorim Cork receives François Audouze's
exceptional collection of cork stoppers

- 3** François Audouze storied collection
- 6** Nielsen data: 71% of the Top 100 Premium Brands in the USA are sealed with cork, generating 52% higher pricing
- 7** Researchers uncover the secret behind sparkling wine bubbles
- 8** António Rios de Amorim highlights the key challenges facing the wine and cork sectors
- 10** APCOR engages with Chinese consumers to intuitively appreciate the close relationship between cork and fine wines
- 12** Sea Change Wine teams up with Amorim Cork
- 13** Amorim Cork Deutschland is a FAIR'N GREEN certified partner
- 14** Suber – Cork Second Life wins a prestigious iF DESIGN AWARD
- 15** Christophe Sauvaud, general director of Amorim Top Series France, ran the iconic Marathon des Sables
- 16** Winners of 2023 Amorim Cap Classique Challenge announced
- 17** Amorim launches the ReCork recycling programme in Australia
- 17** Sogrape and Amorim Cork join forces in cork stopper recycling awareness campaign
- 18** Tuscan winemaker Piero Antinori talks about the importance of wine's universal appeal
- 19** What's happening at Amorim Cork

François Audouze storied collection

Amorim Cork receives François Audouze's exceptional collection of cork stoppers

François Audouze, one of France's best-known collectors and advocates of rarer and older wines - including Romanée-Conti, Yquem, Mouton-Rothschild, and other great iconic wines - has donated his prestigious collection of cork stoppers and capsules to Amorim Cork - with more than 4,000 corks dating from 1700 to the present day.

The collection is now being exhibited for the first time at Amorim's Heritage House, located next to the company's head office, in Mozelos, Santa Maria da Feira.

The recently-inaugurated Heritage House expects to receive over 5,000 visitors per year. The museum pays tribute to key moments from Amorim's history, spanning more than 150 years since the firm began trading as a producer of cork stoppers for the Port wine industry.

François Audouze has one of the world's largest wine collections, with over 40,000 wines, some as old as 1690. During his life and professional activity, he has opened over 20,000 bottles. He has also carefully collected the cork stoppers, some of which are over 200 years old.

Since 2003 he has organised over 3,000 "wine dinners", attended by leading wine collectors and enthusiasts, and also runs a well-known blog and Instagram account with 54,900 subscribers - the "Carnets de François Audouze".



Audouze is renowned for his special technique for opening old bottles known as 'slow oxygenation', which involves very slowly extracting the cork stopper, 4-5 hours before consuming the wine, that dispenses with the need for decanting and maintains the wine stable for the meal in which it will be consumed.

In an exclusive interview François Audouze explained that his love of wine is essentially self-taught, based on following his personal tastes. When he went to a blind tasting event as a young man and sampled a 1923 vintage bottle of Sauternes, he said that he "almost fell out of my chair". From that moment on he began purchasing old wines, above all to drink, rather than keep in a cellar. "At one moment I realised that the truth lies in old wines", he confided.

He has a complete inventory of the 40,000 wines in his collection, including reference of the name, vintage and even the distance between the cork stopper and the wine in the bottleneck.

He explained how his taste has evolved over time: "When I was young I drank many Cognacs and Armanacs but I don't anymore, because at a certain age your preference changes. I discovered that old champagne are wonderful and now I buy, very seriously and significantly, old champagne. Because in my family people said a champagne after 10 years is dead. But the opposite is true, it begins to live!"

He praised the quality of cork stoppers to preserve the long-term vitality of champagne. "To give you an example, the finest bottle of Dom Perignon I ever drank was 1929 vintage. The best Veuve Cliquot was from 1947. The best champagne I ever tasted is a Maison Juglar, from a winery that disappeared in 1829. I drank a bottle of Juglar from 1820. There was such emotion I had the feeling that I was drinking this wine as would have done a man of 1840, and the emotion to think what I was drinking is exactly the same as what a man of 1840 had drunk was fantastic!"

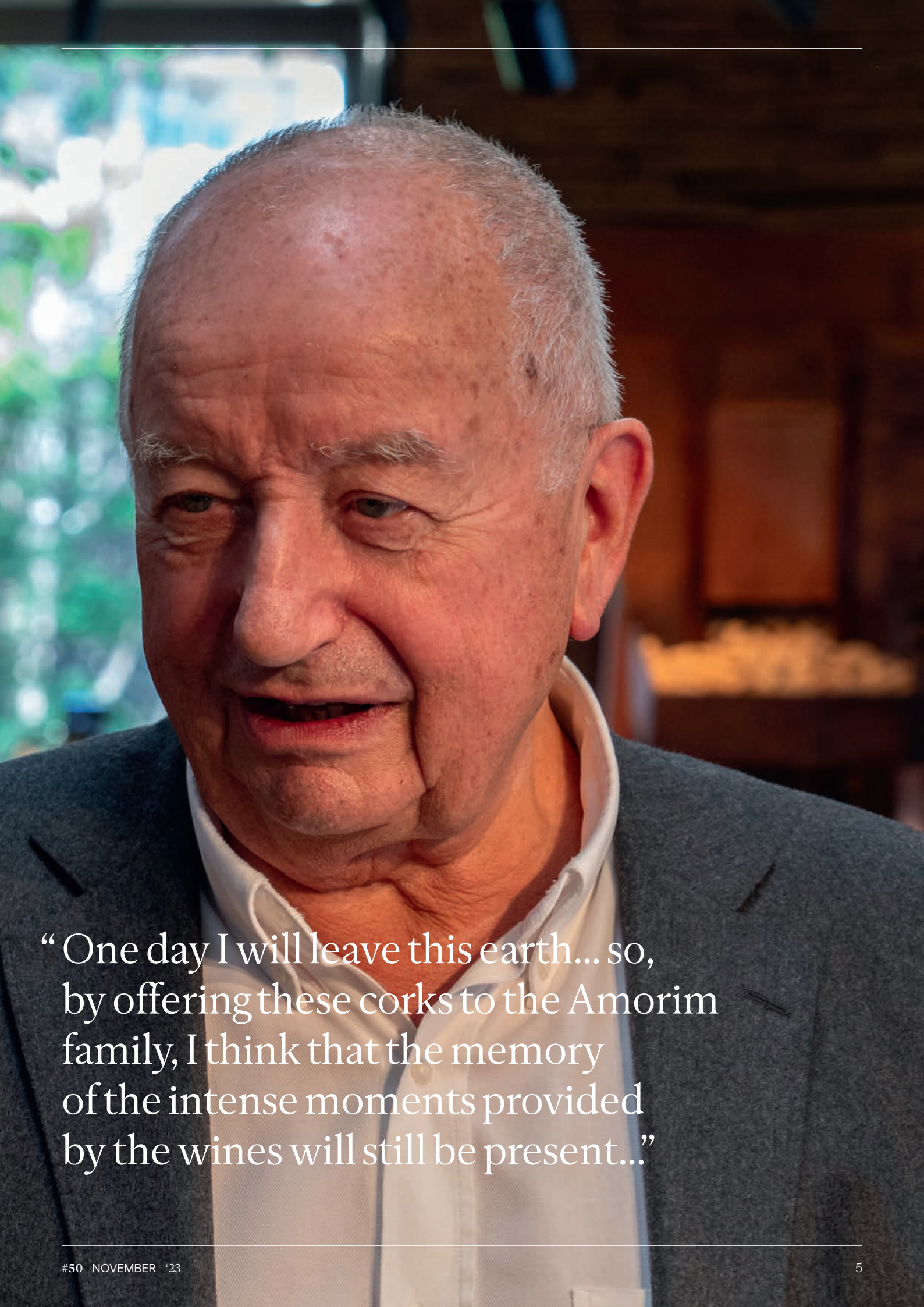
He added that he had never experienced the taste of any his wines changed by the cork stopper. He also explained that he is against recorking because new air enters the bottle and impacts the wine.

For example he says that his best-ever Chateau d'Yquem wine was an 1863 vintage which still had its original cork stopper. "It was absolutely fantastic!"

In relation to Portuguese wines, given that his main area of interest is old wines he has concentrated almost exclusively on Port and Madeira wines: "I have drunk more old Madeira and Port wines than many people of Portugal!" he said with a grin.

António Rios de Amorim, Amorim's Chairman and CEO, said that he was delighted by the donation of the collection of cork stoppers: "Amorim Cork and Portugal in general are world leaders in the cork industry. Many of these antique cork stoppers, steeped in history, are effectively returning to their origins, near the Alentejo's mythical cork oak forest. We will take special care of this magnificent collection, which will be on display next to the world's most modern natural cork production facility."

François Audouze added: "One day I will leave this earth... so, by offering these corks to the Amorim family, I think that the memory of the intense moments provided by the wines will still be present. Through this donation to a company and a family that share this desire for eternity, that's precisely what I am trying to achieve."



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Nielsen data: 71% of the Top 100 Premium Brands in the USA are sealed with cork, generating 52% higher pricing

Data recently disclosed by Nielsen on US Wine Sales by Closure Type of the Top 100 Premium Brands, has revealed a clear preference for cork-sealed wines amongst US consumers.

The data also revealed a clear price premium for cork-sealed wines, which on average commanded a 52% higher price, with a median price of \$18.82, that is \$6.40 higher than the median price for wines sealed with alternative closures. The price premium seems to be increasing – in the previous study, in March 2022 it was 44%, which suggests a reinforced preference for cork over the last 12 months.

Cork-sealed wines generated higher total revenue for wines priced over \$15, and clear dominance for wines priced over \$20, where over 90% of wines are cork-sealed.

The Sales per Point of Distribution was 62% higher for cork-sealed wines compared to wines sealed with alternative closures.

Researchers uncover the secret behind sparkling wine bubbles

Researchers from Brown University and the University of Toulouse recently wrote a fluid mechanics study, published in *Physical Review Fluids*, that explains why the bubbles from champagne, and other sparkling wines, rise in a straight line, in contrast to bubbles produced by carbonated drinks that tend to veer in different directions.

The paper's senior author, Brown engineering professor Roberto Zenit, stated: "Our master plan is to make people understand that fluid mechanics is important in their daily lives."

The stable bubble chain generated by sparkling wines occur due to ingredients that act as "surfactants" - which are compounds that help reduce the tensions between the liquid and the gas bubbles, facilitating a smooth upward movement.

It is the very protein molecules that give flavour and uniqueness to the sparkling wine that also generate a stable bubble chain.

The study also showed that the bubbles from sparkling wines tend to be larger than those generated by other beverages.

For example, bubbles from carbonated water have no surfactants and are therefore always unstable.

To observe the bubble chains, the researchers poured glasses of different carbonated beverages - including Pellegrino sparkling water, Tecate beer, Charles de Cazanove Champagne and a Spanish-style brut.

The researchers then used a needle to inject gas into the drinks, experimenting with various bubble sizes and the addition of different surfactants.

The study's lead author Zenit suggested that the results have multiple practical applications such as bubble-induced mixing in water treatment aeration tanks.



António Rios de Amorim highlights the key challenges facing the wine and cork sectors

António Rios de Amorim was interviewed in the most recent Amorim Wine Vision magazine, published by Amorim Cork Italia, in collaboration with media partner, Wine Meridian.

The interview focused primarily on wine stoppers, which represents around 70% of the group's turnover.

Amorim's Chairman was initially asked about the most effective strategies to establish the company's brand in the market. Given that Amorim is a B2B company, he emphasised that the key product is the wine itself, with cork playing an accessory role.

"Cork is a sustainable and premium option," he explained. "By using cork stoppers we can improve the carbon footprint of wine bottles by around 30%. But we must also look at technical performance, showing how cork stoppers can influence the evolution and development of bottled wine".

António Rios de Amorim discussed the rising gap between the premium wine and entry-level segments, identifying five key trends in each segment. For premium wines:

- a clear focus on terroir;
- increased importance of direct-to-consumer sales channels for US and New World wineries;
- growing relevance of wine competitions, prizes and ratings;
- rising presence of biodynamic viticulture, organic and sustainable practices, eg the Burgundy model;
- growing demand for and quality of no-to-low alcohol wines.

For the entry-level segment, he identified an increasing emphasis on:

- sustainability;
- global branding;
- low alcohol content;
- technological innovation and interactive labelling;
- caloric impact.

António Rios de Amorim was then asked about the main changes and evolutions that he sees in the wine market, where he identified five key trends:

- premiumisation, wherein the current global situation penalises low-end wines;
- relatively low-level of wine consumption in China;
- increased consumption of white and rosé wines;

- increased consumption of sparkling wines;
- increased consumption of spirits, through cocktails.

Overall he considers that the general situation in the wine market has returned to pre-Covid levels, but entry-level wines are losing volume and the growth of spirits is slowing demand for some wines.

"The world of wine has a strong cultural dimension (as well as environmental, social and economic) and I think there will be growth from this point of view. This will negatively affect the consumption of entry-level wines. To change these dynamics we have to wait for recovery of the Chinese market and a bigger push from the US market."

Asked about the group's main technological and industrial innovations, António Rios de Amorim said through its major investments in R&D+i, the group has increased the performance of cork stoppers via pioneering solutions such as Naturity®, Xpür® and NDtech®, which increases the reliability of cork stoppers across all ranges and segments.

"We have eliminated the problem of cork taint and it's now time to provide scientific confirmation of how cork can add value to wine", he added.



In view of the rising importance of premiumisation in the wine market, he was asked whether cork stoppers can benefit from this trend.

“The world’s finest wines have always chosen corks. The wine industry is an aspirational world, and all wineries want to make iconic wines. Amorim’s commercial success is underpinned by its strong market share and the fact that its stoppers are used by the world’s premium wine brands. We invest in R&D to scientifically prove that cork stoppers benefit wine and have quantified this added value.”

Finally, he was asked to identify key goals pursued by Amorim in relation to sustainability and circular economy objectives. Amorim’s Chairman explained that the group has been a pioneer in terms of demonstrating the negative carbon footprint of cork production, since for every ton of cork produced, there is retention of 73 tons of CO₂, but nonetheless considers that there needs to be a greater focus on the circularity of the product at the end of its life.

Italy is a case study in this regard, he suggests, since Amorim recovers 30 million corks a year, which are reused for interior design or insulation or products.

“We are striving to replicate the Italian example in other countries around the world, for example South Africa. For us there is no waste, since used cork stoppers are simply raw material. We have to improve our logistical process to recycle used cork stoppers. Cork is a unique material which has spectacular technical and sustainable characteristics.”

He added that Amorim recycles 240 million cork stoppers per year worldwide, with about 30 million stoppers in Italy. But this is a relatively small level since Amorim produces 25 million corks a day.

He then discussed the achievements of Amorim Cork Italia’s Suber Design recycling initiative which collects used cork stoppers and uses them to create interior design objects that was launched by Amorim in 2011, involving cooperation with non-profit organisations in Italy.

“It was amazing to present this project at the Salone del Mobile in Milan or the Venice Biennale. The connection with the world of architecture, design and art is always an opportunity for us to enhance the value of cork and highlight its added value.”

APCOR engages with Chinese consumers to review 60,000 wines sold online

The Portuguese Cork Association (APCOR) has conducted a recent study in China, in partnership with the online wine database 9KaCha which showed that 95% of the site's 60,000+ wines with "closure type" information are sealed with cork stoppers. Analysis of 2022 data for the top five most frequently searched wine countries on 9KaCha, also showed that over 90% of wines in four of these countries are cork-sealed.

Chinese consumers have a strong preference for cork-sealed wines, as confirmed by a 2021 market study which revealed that 95 of the top 100 selling wines in China use cork stoppers.

With China's wine market retaining a significant role in international trade, an increasing number of consumers use 9KaCha to find out more information on each wine. This recently prompted Haier, China's home appliances giant, to invest \$10 million in the app to take advantage of its database of over 500,000 wines and its label recognition system.

APCOR decided to launch a subtle cork education programme with 9KaCha in November 2022. Whenever any of the latter's 8.3 million users search for information on a wine, via its app or website, they receive information on the type of closure used, alongside data on the winery, grapes, region, wine style and alcohol content.

Carlos de Jesus, Amorim's Director of Communication and Operational Director of the international marketing program of APCOR explained: "We have been telling Chinese consumers about the benefits of natural cork to wines and its dominance in the global closure market for more than ten years. Nevertheless, these messages would be more compelling when users find that, when searching wine information on a trusted third-party source such as the 9KaCha platform, 9 or sometimes 10 out of 10 times the results indicate that the wines are closed with a cork stopper."

Shao Chaoyang, co-founder of 9KaCha, added: "Chinese wine consumers and wine trade professionals are now very mature and discerning. A new and increasingly important aspect that consumers want to know is a wine's sustainability advocacy and market value which is best indicated by the type of closure it uses."

This reflects a wider worldwide trend that is being reinforced by the growing demand for online wine platforms.

Wine.com, the US largest online wine retailer, recently disclosed data that indicates the more highly rated the wine, the more likely it is closed with a cork.

SevenFifty Daily, the leading online portal for the drinks business and culture, noted that consumers' growing advocacy of sustainability when making wine purchase is the top trend amongst the six wine industry trends to watch for up until 2023, noting that cork stoppers are widely regarded as being more eco-friendly compared with alternative closures.





Sea Change Wine teams up with Amorim Cork

Sea Change, a family wine business founded over 15 years ago, produces and distributes award-winning eco wines to 20 key markets around the world including the UK, mainland Europe, US and Canada, Hong Kong, Middle East, and Maldives

Each bottle sold is matched with a donation to marine charities and to date the company has raised €350,000 to support projects that combat plastic pollution of the seas.



Its packaging also combats pollution through the use of natural cork stoppers, elimination of the plastic capsule around the cork, lighter weight glass bottles and use of FSC® certified paper from sustainable forests, made partially from grape waste.

As part of its plastic-free approach, Sea Change Wine has evaluated the detailed impact of a typical wine bottle, which led them to Amorim Cork thanks to its strong sustainability credentials and also because of the company's intimate connection to cork forests.

Learning about the power of sea kelp from one marine charity helped Sea Change Wine realize that cork forests and undersea kelp forests have many things in common and both play a vital role in combating climate change.

Both are teeming with biodiversity. Kelp forests are composed of large brown algae, which grow rapidly, forming dense groupings much like a cork forest. Some kelp species can grow as high as 50 m tall.

Kelp forests cover a third of the world's coastlines, support millions of people and foster biodiverse habitats and both kelp and cork forests play a key role in carbon capture and storage, acting as carbon sinks.

But kelp forests are in decline globally.

The partnership between Amorim and Sea Change Wine illustrates how a natural product from the land can ultimately benefit the ocean.

Carlos de Jesus, Amorim's Director of Communication, remarked: "At Amorim we are delighted to see a sustainable wine project that is not just supporting the cork industry, but providing proof that sustainability isn't just a 'nice to have' for consumers, but can be a key driver for business success."

Toby Hancock, Director of Sea Change Wine added: "The consumer response to Sea Change Wine's approach has been overwhelming, and we are thrilled to work closely with Amorim as a key partner to bring this project alive."

Amorim Cork Deutschland is a FAIR'N GREEN certified partner

Amorim Cork Deutschland is the world's first stopper company to receive a FAIR'N GREEN sustainability certification, that is an internationally recognised, practice-oriented certification label for holistic sustainability in viticulture.

It is the only sustainability label in viticulture that is represented internationally.

The certification was initially launched for wineries, involving them in the development. It aims to include the entire value chain, i.e. also upstream and downstream value chain partners and therefore other partners can also become Certified Partners, including partners in the areas of label printing, cork processing and wine trade.

The aim is to make the entire value chain sustainable.

Amorim Cork Deutschland is the first cork processor to be certified. Currently, more than 140 members from 9 countries are certified.

Certified partners can use the FAIR'N GREEN label, to guarantee transparent communication.

Certified businesses, including wineries and value chain partners, work together with science, research and other stakeholders on the future viability of the wine industry.

One of its earliest initiatives was the Save Climate Initiative that encompasses initiatives such as the use of lightweight glass bottles.

Amorim Cork Deutschland's managing director, Gert Reis, commented: "At Amorim Cork Deutschland, we strongly believe that companies have a responsibility to the environment and society. The FAIR'N GREEN certification allows us to further emphasise our commitment to sustainability and environmental protection and remind our customers and prospects that they are choosing an environmentally friendly wine or champagne closure and a sustainable company."



Suber – Cork Second Life wins a prestigious iF DESIGN AWARD

Amorim Cork Italia's Suber Design Collection has won an iF DESIGN AWARD, one of the world's most prestigious design awards, for the Corbula table, which won a top award in the Product section of the Home Furniture/Decoration category.

The Corbula table resembles a semi-sphere, with a removable top in which different items can be stored. Its elegant design is in harmony with the other items in the collection based on two awarenesses: that human wellbeing cannot be separated from that of the planet, and that raw materials are becoming increasingly precious.

The Suber collection's new ethical and aesthetic vision is underpinned by sustainability principles.

The collection includes tables, stools, lamps, clothes hangers, buckets, and umbrella stands made from recycled cork.

It is a natural development of Amorim Cork Italia's ETICO recycling programme that involves non-profit organizations in Italy in the collection of used cork stoppers to give them a second life.

The iF DESIGN AWARDS are organized by the iF International Forum Design GmbH, the world's oldest independent design body based in Hanover.

The Corbula table was selected from around 11,000 entries from 56 countries, by a 133-member jury, comprised by independent experts from all over the world.

Other recent awards garnered by the Suber Design Collection include the 2023 Green Good Design Award by The Chicago Athenaeum: Museum of Architecture and Design and The European Centre for Architecture Art Design and Urban Studies.

It has also recently been pre-selected for a Green Product Award.

In 2022 the collection won the C-IDEA Golden Award 2022 - one of Australia's most prestigious annual design awards.



Christophe Sauvaud, general director of Amorim Top Series France, ran the iconic Marathon des Sables

After running for a gruelling 60 hours, in sweltering heat, Amorim Top Series France's general director Christophe Sauvaud completed the 250km desert marathon.

Considered to be one of the world's toughest marathons, the 37th Marathon des Sables was held at the end of April 2023, in the heart of the Moroccan Sahara, in the province of Erfoud with around 1,100 athletes from 55 countries.

The 250km is divided into 6 stages that cut across different barren landscapes: stony plains, sandy dunes, rocky plateaux and djebels.



The 90km Stage 4 is considered to be the toughest, with long expanses of sandy desert.

It's not just a question of surviving extreme temperatures, with close to zero at night and over 40°C and even peaks above 50°C in the daytime, but also maintaining focus in a desolate landscape where the main reference points are the fellow athletes and the checkpoints, at approximately 10km intervals.

Each runner must carry all his own equipment and food, except for the limited amount of water provided by the organization at each checkpoint.

Athletes share tents to get some rest, and have to manage their hydration, diet and recovery.

In the 37th edition, 30% of the athletes were unable to complete the race, proving to be the second most difficult edition since the October 2021 edition.

Christophe Sauvaud has confided that it was a life-changing experience:

"Time goes by so fast, but I feel like I'm still in the desert. This race fundamentally marked my life and my body. I believe that never before had I had gone so far in my physical and mental resources. Isolated, disconnected in the immensity of the desert both magnificent but also terribly hostile and that makes you wonder every second, every minute about yourself.

The Marathon des Sables is not only a physical challenge. It is also about unexpected encounters, laughter, friendships that are created, painful moments...the joy of sharing this community life, this simple life.

The desert pushes you to an introspection and this 2023 Marathon des Sables has been a truly incredible adventure! What a pleasure and what a shared emotion.

Will I return? I'm not closing the door to this crazy idea ..."

Winners of 2023 Amorim Cap Classique Challenge announced

Amorim Cap Classique Challenge - South Africa's leading event for the country's Cap Classique fermented sparkling wines, which has been held annually since 2002 – recently announced the winners of its 22nd edition.

KWV Laborie was awarded Best Producer Overall, with the Laborie Blanc de Blancs 2017, and also the competition trophy for Best Blanc de Blancs.

Other trophy winners were Domaine des Dieux Claudia 2017 (Best Brut), Louisvale MCC Rosé NV (Best Rosé), Newstead Blanc de Blanc 2016 (Best Extended Aged Cap Classique for vintages from 2016 and older) and Darling Cellars Nectar 2020 (Best Nectar).

Sponsored by Amorim Cork, the event is held in co-operation with the Cap Classique Producers Association. This year there was a record number of competition entries, with 157 wines.

“The very name ‘Cap Classique’ has become a brand in itself,” remarked Joaquim Sá, MD of Amorim Cork in South Africa. “It is proudly South African and a fashionable representation of the ebullient lifestyle associated with the pop of a cork and the sparkling splash of wine into a glass.”

Heidi Duminy, Cape Wine Master who convened the panel of judges, commented: “We have much to celebrate in the Cap Classique category on the whole as more producers are reaping the reward of patience with an obvious elevation in complexity with time on the lees balanced by frisky fruit attitude and intricate fine bubbles.”

Gold medals for exceptional Cap Classiques were presented to the following producers in the different categories:

Double Gold Blanc de Blancs - Simonsig Cuvée Royale 2018, Graham Beck Blanc de Blancs 2018, Newstead Blanc de Blancs 2017, L'Ormarins Blanc de Blancs 2018.

Double Gold Brut - Simonsig Kaapse Vonkel Brut 2019, Pongracz Desiderius 2015, Graham Beck Cuvée Clive 2018.

Double Gold Extended Ageing - Lourensford Cuvée 124 2011, Weltevrede Philip Jonker The Ring 2013.

Michael Fridjhon, South Africa's leading wine critic and personality, was awarded the Frans Malan Legacy Trophy, named after the pioneer of Cap Classique.



Amorim launches the ReCork recycling programme in Australia

As part of its broader commitment to sustainability and circular economy principles, Amorim is reinforcing its cork stopper recycling initiatives around the globe.

In Australia, Amorim recently launched ReCork, in partnership with recycling organisation Save Our Soles, Australian footwear and clothing brand, R.M. Williams, and the Dan Murphy's liquor store chain.

The new campaign runs alongside other cork stopper recycling projects such as Green Cork in Portugal, ReCork in the USA and Canada, EcoBouchon in France, and Etico in Italy.

Cork's unique properties, coupled with its sustainability credentials has meant that in addition to wine closures it is used in a wide variety of sectors, including fashion, architecture, aerospace, motor vehicles, public spaces and construction.

Recycled cork is not used for wine closures, but can be used in other sectors.

Australia's ReCork campaign allows consumers to return their used wine corks to 52 participating Dan Murphy's stores, which will then be sent to a granulating plant where the corks will be ground into small particles.

The partner of the recycling programme is Save our Soles - a supplier of Australian recycled flooring that is ideal for commercial and domestic applications.

Save Our Soles founder John Elliott has been recycling large scale products in Australia since 2008, when he first collaborated with Nike to recycle trainers and kick off the shoe recycling movement in Australia. He commented: "I am really excited to be working with these great companies to provide a more responsible outcome with our used corks in Australia".

Save Our Soles will repurpose the cork stoppers to produce anti-fatigue, cork-composite foot mats and shoe sole prototypes for R.M. Williams.

R.M. Williams Sustainability and CSR Manager, Carli Davis, commented: "By collecting, granulating, and processing corks into a cork filler onshore, we are developing a solution that can lower our carbon footprint, upcycle existing materials, and support innovation and employment within Australia."

The project is supported by the South Australian government through Green Industries SA's Circular Economy Market Development grant programme.



Sogrape and Amorim Cork join forces in cork stopper recycling awareness campaign

Amorim Cork and Sogrape, the two largest Portuguese companies in the cork and wine sectors respectively, are promoting the "A History to Preserve" campaign in Wine Fairs that aims to reach around 200 points of sale in Portugal and Madeira.

The campaign will also include an activation area in around 40 shops where consumers can deposit their cork stoppers, which will then be sent to Amorim Cork for recycling.

Mafalda Guedes, Sogrape's Head of Corporate Communications & Sustainability says "through our partnership with Amorim Cork, this initiative responds to one of the commitments of our Global Sustainability Programme - Seed the Future - which is to advance the conservation of Biodiversity, with solutions based on Circularity and Nature to pave the way for a healthier planet".

Amorim Cork's Joint CEO, Luís Esteves, adds: "this is an important step in a partnership that began several decades ago. Sogrape's demands in terms of technical performance and innovation have always been a huge motivation for us. This new recycling initiative reinforces that partnership in a very illustrative way, completing the circularity of our products, something that is crucial in our respective sustainability strategies."



Tuscan winemaker Piero Antinori talks about the importance of wine's universal appeal

Piero Antinori is the CEO of the 600-year-old family-owned wine business, Marchese Antinori Wines, that he has radically transformed since he took over the reins from his father, Niccolò, in 1966.

Working with winemaker Giacomo Tachis, they initially sought advice from the Bordeaux oenologist, Émile Peynaud. By replacing grape varieties in the vineyards, including experimentation with French varieties and developing a new approach to the winery, they launched a series of new Tuscan wines, starting with Tignanello, in 1970, subsequently followed by Solaia.

In 1999, Antinori won the Wine Spectator's Distinguished Service Award. His company was recently acclaimed as one of The World's Most Admired Wine Brands.

Marchese Antinori Wines now produces Chiantis, Brunellos di Montalcino, Bolgheris and Umbrian wines, also owns vineyards in the Napa Valley and has established joint ventures in Hungary and Washington state.

Antinori recently provided an interview to Wine Vision magazine, published by Amorim Cork Italia, in which he underlined that wine must not become a 'luxury', and should remain an emblem of good quality of life.

He agreed that younger generations, unlike the over-50s, are more interested in experiences, wine clubs and wine-related narratives. "Wine is increasingly becoming an 'experience' that young people are increasingly looking for, involving a fascinating narrative."

He commented that history, tradition are values in danger of losing their charm and meaning unless they are accompanied by modernity and innovation.

Antinori concluded by emphasising the danger that the premiumisation trend may undermine the universal reach of wine: "The danger is that wine could become a product belonging to the category of 'luxury', while in my opinion it should remain the product of conviviality, socialisation, harmony, friendship, cheerfulness, good food, quality of life."



WHAT'S HAPPENING AT AMORIM CORK

- 1 Corporate Strategy 2023 Seminar
- 2 Inauguration of new industrial units
- 3 VITEFF 2023
- 4 Sommelier Meeting in Portugal
- 5 Italian journalists visit Portugal
- 6 Golden Vines® Awards

1



2



3



4



5



6



AUGMENTED NEUTRALITY



XXI Century
supercritical technology



98% natural cork
composition



Low and consistent
O₂ transfer rate



Full **flavour protection**



-393g CO₂ /e per stopper



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amorimcork.com

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Xpür 