
BARK to BOTTLE

#46 NOVEMBER '21

AMORIM CORK

Millennials love cork

UK study reveals that millennial drinkers
prefer cork-sealed bottles



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Millennials love cork

UK study reveals that millennial drinkers prefer cork-sealed bottles

The recent Vinitrac study from Wine Intelligence, has revealed that Millennial drinkers in the UK prefer cork stoppers over screwcaps, as their preferred wine closure.

Often dubbed “digital natives” and “early adopters” of new technologies, Millennials (those born between 1981 and 1996) are also particularly attentive to indicators of superior quality and to natural products, ecological issues and sustainability, which is why they tend to prefer cork over artificial stoppers.

When screwcaps began to gain popularity in the early 2000s, several commentators attributed this trend to the lower allegiance to cork stoppers among younger drinkers and their willingness to try out artificial closures, as noted in the 2016 article by John Gifford published in *The Atlantic*, “How Millennials (Almost) Killed the Wine Cork”.

Various articles from the early 2010s, suggested that Millennials love wine, but are killing off the cork stopper, in contrast to older drinkers who have a stronger allegiance to cork.

But perhaps surprisingly, it now seems that the opposite is true.

Millennials have championed cork stoppers, in the wake of the rigorous quality control measures that have been adopted in the cork industry, and growing awareness of cork’s multiple environmental benefits.

Millennials and Generation Z are now considered to be key driving forces of the future of the wine industry, and their preferences are having a key influence on the dominant types of wine closure.

This places a key role on communication, since millennials respond positively to companies that are committed to sustainability and social change and can convey this to their customers.

Speaking to the drinks business, Lulie Halstead, a senior analyst at Wine Intelligence, said that “the accepted wisdom concerning younger drinkers being more open-minded about alternative closures was at odds with the survey data”.

The Vinitrac report showed that whereas consumers over 65 tend to have a greater acceptance of screwcaps, primarily on grounds of utility and functionality, millennial drinkers prefer cork.

18% of respondents aged between 18–24 stated that they don’t like screwcaps, compared to only 4% of over-65s.



Lulie Halstead added: “Gen Z associate cork with higher quality and may regard screwcap-sealed wines as less prestigious. Millennial respondents have also shown a preference for natural cork over alternatives, like plastic stoppers.”

Millennials play a central role in the wine market. For example, a 2015 report by the Wine Market Council, showed that millennials drank 42 percent of all wine in the United States, more than any other age group.

Millennials have proven to be a key driver of major market trends, such as the rising demand for organic wines, many of which are sealed with cork.

The rising use of cork in the world of design may have also influenced perceptions of the value of this natural material, with hashtags such as #corks, #naturalcork and #corkdesign gaining traction on social media platforms such as Instagram.

Research suggests that a key factor explaining Millennials love for cork stoppers is cork’s impeccable sustainability credentials.

Awareness-raising of cork’s sustainability, through media campaigns, educational initiatives, cork stopper recycling initiatives have played a crucial role in highlighting the benefits of natural cork closures in the minds of millennial consumers.

This has been further reinforced by independent studies that have confirmed the negative carbon balance of Amorim’s cork stoppers, in stark contrast to the CO2 emissions associated to artificial closures.

Cork’s superior sealing qualities and inherent sustainability are appealing across all age groups. For example, the willingness of older consumers to purchase non-cork-sealed wines is higher in the UK than in other key markets, such as the US market, where all age groups consider that cork is the best sealing solution.

Amorim’s marketing and communications director, Carlos de Jesus, stated that the results of the recent Vinitrac study open up a whole new host of possibilities for cork. “We are looking forward to further engage the younger consumers on how their preference for the only truly 100% sustainable, 100% renewable and 100% recyclable wine closure has a measurable, demonstrable positive impact upon both the environment and the wine.”



Wine critic Jancis Robinson says that Australian niche wine labels are switching to cork

Jancis Robinson, in her recent Australian wine update, published in the Financial Times, and on her website jancisrobinson.com, in September 2021, noted that many Australian niche wine labels are switching to cork.

The influential wine critic identified several trends in the sector, including the effects of the 2020 wildfires in Australian wine regions and supply-side constraints caused by the pandemic, which have led to shipping bottlenecks and shortage of French oak barrels.

Australia is critically dependent on long-distance shipping routes and has been significantly impacted by the shortage of shipping containers and crippling tariffs imposed by China on Australian wine imports.

She noted the importance of the creation of the new Australian Commercial

Wine Producers Limited (ACWP), that is lobbying to introduce alterations to Australia's wine policy, in particular to increase Australia's exports of premium wines.

In this context, Robinson notes how the country's new wine producers are adopting distinctive names and labels for their wines, such as Deliquente's semi-sparkling Riverland white wine called Tuff Nutt Bianco d'Alessano, which she says is "a long way from the cheap South Eastern Australian Chardonnay that made Australia's name on export markets in the Bridget Jones era."

Premiumisation also encompasses other aspects of wine packaging, and in this context she notes that cork has been rising in popularity for niche labels: "Another trend is, perhaps surprisingly, away from the screwcaps that Australian wine producers

adopted en masse at the beginning of this century, in disgust at the quality of natural corks they were being sold.

Today, nothing signals serious intentions and a small production run more than a natural cork in a bottle on an Australian shelf.

Even from producers who believe that screwcaps are technically the better choice. It's called marketing."

In July 2021, jancisrobinson.com published another article, by Max Allen, "The return of the corkscrew" about the rising number of cork-sealed wines in Australia.

In this article he notes that whereas cork has always been preferred for Australian

wines exported to key markets such as Asia or the US, certain segments of the local market are also switching back to cork.

“After two decades of aluminium screwcaps reigning supreme as the stopper of choice here, a small but growing number of producers are starting – or returning – to sealing their bottles with plugs of tree bark. Especially their more expensive bottles.”

He remarks that cork rather than screwcap is the stopper of choice for many of the new wave of tiny-production young producers emerging in “off-piste regions” such as Gippsland, south-east of Melbourne.

Winemaker Patrick Sullivan:
“If someone’s paying AU\$180 for a bottle of my Chardonnay in a restaurant, I want them to see the wax seal crack, the cork be pulled out, to look at the artwork on the cork, the whole tactile package. It’s pure indulgence – but isn’t that what wines like this are all about? You’re presenting a story.”

Erinn Klein of biodynamic vineyard, Ngeringa, adds that “The fact that cork is a natural product definitely ties in with the whole organic and biodynamic angle, and our customers appreciate that.”

Allen concludes: “Perhaps older Australian wine drinkers should think about digging around in the kitchen drawer and dusting off the old corkscrew – and younger drinkers should think about investing in a new one. Looks like they’re going to need it a little more often from now on.”



Amorim Cork was a lead sponsor of the award trophies of the Golden Vines® Awards

Amorim Cork was a lead sponsor of the award trophies of the Golden Vines® Awards, organised by Liquid Icons, whose Ceremony & Dinner was held at Annabel's Club, London on 7 October, 2021.

The Golden Vines® Awards recognises the 'star performers of the fine wine industry', and also raises funds for the Gérard Basset Foundation with the aim of funding diversity and inclusion-related wine education programmes, including the Taylor's Port Golden Vines® Diversity Scholarships, worth £55,000 each for two BAME/BIPOC students studying for the Master of Wine or Master Sommelier programmes.

The award trophies - which resembled a giant champagne cork - were produced by Amorim Cork and by silversmiths Grant MacDonald.

António Rios de Amorim, Chairman & CEO of Corticeira Amorim commented: "We are so excited to be involved in producing this incredible Trophy and

elevate, not only sustainable natural cork as a design material, but also the fine wine industry, which we have been so interconnected with for over one hundred and fifty years, as the leading producer of quality cork stoppers."

The winners included the Best Fine Wine Producer awards for Europe, the Americas, Rest of the World and worldwide, which were attributed to Weingut Egon Müller, Mosel Valley, Germany; Ridge Vineyards, Santa Cruz Mountains, California, USA; Penfolds, South Australia, Australia; and Domaine de la Romanée Conti, Burgundy, France, respectively.

Other awards included the World's Best Rising Star Award for Domaine Arnoux-Lachaux, Burgundy, France; the Innovation Award for Coravin, USA; the Hall of Fame Award for Aubert de Villaine, Burgundy, France and the Special Award for Wine Entrepreneurialism, to Kylie Minogue Wines, UK. The sponsors of the awards were SGC, Gucci, VistaJet, Rolls-Royce, Virgin Galactic, Julius Baer and Macallan.

In addition to sponsoring the award trophies, Amorim Cork was one of the five shortlisted entities in The Julius Baer Golden Vines® Innovation Award, which

was won by Coravin. The other shortlisted nominees in the Innovation category were the Wine & Spirit Education Trust, UC Davis, Department of Viticulture and Enology, California and the International Organisation of Vine and Wine (OIV).

The 2021 Golden Vines Diversity Scholarships were awarded to Angela Elizabeth Scott from the USA and Dr Erna Blancquaert from South Africa.





Jancis Robinson MW, on behalf of the Judging Panel, commented in relation to the two winners: "The wine world is incredibly lucky to have Angela Scott. Ex human rights lawyer, ex, Karen McNeil's tasting co-ordinator, current Master of Wine student who sold her house to pay for the MW course. Highly literate. Where will she go next! ... As for Erna Blancquaert, she could provide inspiration for more than 50 million South Africans as the first wine academic of colour there. Her achievements are dazzling already, and that in a part of the world where it can be extremely difficult to get to grips with the rest of the wine world. She is a natural leader and a stickler for truth. I wish her every success."

Adrian Bridge, CEO of Taylor's Port, the sponsor of the scholarships commented: "Taylor's Port is delighted to be involved with this initiative to foster diversity in the wine industry. We are excited to see two very worthy winners have been chosen by the Judges. As a company, we always worked closely with Gérard Basset and were involved in his first Hotel Du Vin in Winchester. Gérard was a great supporter of the wine industry and education, so it is an honour for us to be associated with his

name and this very important award".

The 2021 edition of the Gérard Basset Global Fine Wine Report was disclosed on the occasion of the ceremony. The report (available at www.liquidicons.com) provides detailed information on the 7 Golden Vines® Awards Winners and the full list and votes for the top 10 candidates in each category, selected from over 2,145 fine wine estates, industry organisations, and professionals

The report also identifies key trends for the fine wine market, based on 20,000 responses received from 442 leading global fine wine market players – including 57 Masters of Wine, 31 Master Sommeliers, 140 DipWSET and 77 Advanced Sommeliers.

Key trends identified included rising direct-to-consumer sales (31%), unprecedented interest in fine wines from new generation wine estates (15%), rise of home consumption of fine wine (8%), increasing quality of fine wines consumed around the world (5%), continued strong performance of Burgundy (4%), and of Champagne (4%), and growth in interest in Italian fine wines (4%).

Overall, 90% of respondents said that they are optimistic about growth in the global fine wine market in 2022.

The regions considered to have the strongest upside potential in 2022 include France, Italy, the USA and Australia.

In general, 37% of respondents believed that the global pandemic will be brought under control over the coming months, leading to economic recovery, accompanied by rising worldwide demand for fine wines, with increasing quality, investment and knowledge in this field.

Majestic launches cork recycling initiative in the UK

Majestic Wine, the UK's largest specialist wine retailer, with over 200 stores and over 1,000 employees, is launching a cork recycling scheme across all its stores and Wine Club.

Majestic is working with the Portuguese Cork Association (APCOR) and aims to recycle over 1 million corks per year, which it says is equivalent to more than 309 tonnes of CO₂.

Collection bins will be placed in each store to encourage customers to return natural corks, which will be trialled by the Eden Project in Cornwall as mulch for its Mediterranean plants.

Majestic's scheme is the UK's first nationwide recycling programme.

A key component of the recycling scheme is to provide information about the environmental benefits of cork stoppers, including data provided in a 2018 study

by PricewaterhouseCoopers which revealed that cork stoppers are the most environmentally friendly form of wine closure, over 20x more than screw caps, and that Europe's natural cork oak forests are a haven for biodiversity and sustainable agriculture, capturing over 4.7mt of CO₂.

Majestic's CEO, John Colley, commented that cork represents "a perfectly circular, environmentally friendly industry, from the cork oak to the bottle, but the final link in the circle is recycling of stoppers after the wine has been drunk."

"By working with the Cork Association, we're squaring the circle by giving our customers and stores the opportunity to continue a natural cork's journey at The Eden Project," he said. "I'm sure not only will this give our customers another reason to enjoy a great bottle of wine, but also another reason to visit us in-store – with their pockets brimming with corks."

Carlos de Jesus, APCOR's campaign director, said it is an exciting and unique project. "Cork is about so much more than

simply a closure. It's a fabulous, natural product which has a story and history all of its own. The fact that we can add another chapter to that story, with hundreds of thousands of corks collected from right across the UK to be used at such an iconic site, is really thrilling."



Amorim Cap Classique Challenge celebrates its 20th anniversary as South Africa's leading wine competition

Amorim Cap Classique Challenge, South Africa's leading wine competition, which honours Cap Classique naturally-fermented sparkling wines, is celebrating its 20th anniversary this year.

The competition was founded in 2002 by Amorim Cork, in association with the former South African publication, WINE Magazine.

There was a record number of 135 entries in the 2021 edition.

Stellenbosch winery Kleine Zalze, one of South Africa's most commercially successful and award-winning wineries, won the Best Producer award, and the winery's Kleine Zalze Vintage Brut MCC 2015 recorded the top score, winning the category for Best Brut Cap Classiques.

The award for Best Blanc de Blancs wine went to Mariëtte Chardonnay Blanc de Blanc from Stoffberg Family Vineyards in the Bredekloof Wine Valley. Graham Beck Wines from Robertson won two trophies: Best Rosé for Graham Beck Pinot Noir Rosé 2017 and Best Nectar (demi-sec) for Graham Beck Bliss Nectar Rosé (non-vintage).

The Best Museum Class Cap Classique trophy was won by Boschendal Wines.

This year's 20th anniversary of the competition coincides with the 50-year celebration of the advent of Cap Classique as a wine category. The first Cap Classique wine was made in 1971 by the late Frans Malan of Simonsig Estate, in Stellenbosch.



Joaquim Sá, CEO of Amorim Cork South Africa, explained that “In South Africa we are fortunate to trace Cap Classique, the country’s offering of bottle-fermented sparkling wines made in the traditional method, back to 1971. In 2021, thus, we are able to celebrate both the beginning of Cap Classique as a jewel in South Africa’s wine crown as well as – through this competition – the remarkable quality of the country’s Cap Classique wines.”

He added: “Amorim is exceptionally proud to be associated with Cap Classique through our relationship as suppliers to those who make this wine, as well as through the Cap Classique Challenge which I believe has contributed to this wine’s rising star which is shining brighter than ever.”

The judges for this year’s Cap Classique Challenge were Heidi Duminy, Cape Wine Master; wine-writer Malu Lambert; winemakers Pierre de Klerk (Graham Beck) and Nathan Valentine (Villiera) and wine consultant Spencer Fondaumiere. Kelsey Shungking from Mullineux Wines was the associated judge.

The full results for this year’s Amorim Cap Classique Challenge are available at www.capclassique.co.za.



Italy's “SUG_HERO Metaforme” exhibition highlights cork and sustainability

The exhibition, “SUG_HERO Metaforme - The thousand lives of an extraordinary gift of nature, cork”, ran between 11 September and 30 October in the Palazzo Sarcinelli, a Renaissance building and arts centre, located in the historic centre of Conegliano, in Italy's Veneto region.

The exhibition was organised by Amorim Cork Italia, financed by the Veneto Region and managed by the Fondazione CUOA. The designers involved in the exhibition were AJF/Design, MCA&Partners and Fotorama.

Featuring a large portrait of the late Américo Amorim at the entrance, the exhibition was dedicated to the history, innovation and sustainability of cork.

The exhibition provided visitors with a warm sensory welcome, with the scents of the forest and the recognisable and exciting sounds of the cork harvest, followed by a guide to the history and use of cork, including a special focus on the cork stopper, including Italy's ETICO cork stopper recycling initiative.



Illustrated panels portrayed the various dimensions of the cork sector, including the habitat of the cork oak forest, the timeless connection between wine and cork, the use of cork in world-class design projects and new hi-tech applications of cork.

The panels were complemented by large sections of cork bark, extracted from the tree, cork planks, agglomerated cork blocks and numerous other items made from cork, including designer items from the SUBER collection, made from recycled stoppers provided by the ETICO campaign.

Amorim Cork Italia's MD, Carlos Veloso dos Santos explained that: "In this exhibition we go beyond the history of the cork stopper. This starts, of course, with discovering why cork is unique, and showing its amazing potential, how it opens up new horizons for future generations."

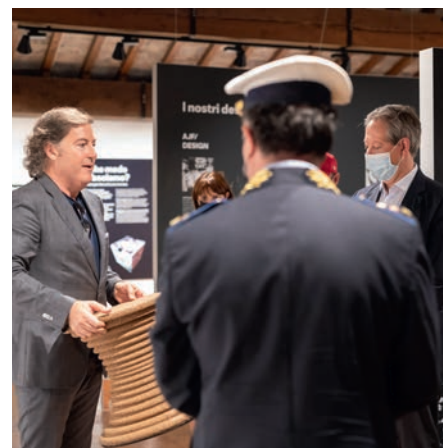
The inauguration of the exhibition was preceded by a round table on sustainability, including a presentation by António Rios de Amorim, Chairman and CEO of Corticeira Amorim, who underlined Amorim's wide-ranging commitment to circular economy principles and the importance of cork stopper recycling campaigns around

the world, that ensure that this vital raw material can be adapted to new and stylish design applications.

"Nothing is thrown away," he explained. "When a cork product is at the end of its useful life, for example in the case of a used cork stopper, it is another raw material for us. Sustainability has an environmental, social and economic dimension and for us, definitely, is also a cultural factor."

Other participants in the round table included Maria Cristina Piovesana, vice president of Confindustria, Stefano Zanette, president of the Consortium for the Protection of DOC Prosecco, Stefano Pistoni, Senior Manager, Business Development Wine & Spirit, Beverage EMEA at UPM Raflatac, and Maurizio Riva, chairman of the company, Riva Industria Mobili SPA.

Maria Cristina Piovesana, commented: "The more we talk about sustainability, the better. We want to leave a better economy than the one we have found and ensure that all companies are sustainable. Being sustainable helps us continue to produce wealth, which can be distributed and reinvested to create the factories and production processes that facilitate a circular economy. Culture is what we share in common and sustainability is also culture. It means defending our inherited heritage, enhancing it and involving everyone, through recycling initiatives."



“Sustainability has an environmental, social and economic dimension and for us, definitely, is also a cultural factor.”

The Sustainable Wine Roundtable identifies key issues facing the wine sector

Amorim Cork is a founding member of the Sustainable Wine Roundtable (SWR), an independent, global, and multistakeholder non-profit association, that was unveiled in June 2021 (see Bark to Bottle #45) and officially launched in September 2021.

SWR is promoted by London-based Sustainable Wine Ltd. It involves prominent wine business stakeholders – including producers, certification schemes, researchers, universities and logistics partners – and aims to establish a global sustainability standard for wine.

This common standard will be based on establishing a shared agreement on definitions and terms, best-practices for vineyards and wineries, sector-wide goals and common metrics to measure progress toward those goals. A common yardstick will also be defined for measuring progress made by vineyards and wineries – and by the industry as a whole.

Founding members include representatives from various sectors of the industry supply chain, such as Amorim, Ste. Michelle Wine Estates, Treasury Wine Estates, Catena Institute of Wine, BSI, Sustainable Winegrowing British Columbia (SWBC), Systembolaget, Alko, Vingruppen, Waitrose & Partners, Grupo Avinea, and BLB Vignobles.

SWR's vision is to achieve a "world where high-quality wine is produced, traded and consumed in ways that conserve and regenerate the natural environment; foster human rights, equality and inclusion; and generate prosperity, pride and passion for excellence."

Richard Bampffield MW, the roundtable's initial chair, commented, "There are many innovative programmes and projects to make vineyards and wineries more environmentally friendly and socially just. Our aim is to bring them together, generating the clarity, cohesion and collaboration necessary for the wine sector to establish itself as a leader on the world sustainability stage."



António Rios de Amorim underlined the importance of the SWR: “Wine and sustainability have a clear relationship that is reinforced by the fact that natural cork and sustainability have a unique and timeless relationship.

We are proud to join this prestigious group of founding members of the Sustainable Wine Roundtable to reinforce the leadership already demonstrated by the wine sector on environmental and social issues.

Cork’s sustainability credentials are unbeatable, but they won’t be fully realised until we can share them with our customers, so we hope that SWR’s initiatives present the right opportunity to do just that.”

Adrian Bridge, Leader of the Porto Protocol Foundation, says: “As an organization, we believe that it is through collaborative action that we will be able to respond effectively to climate change. For this reason, we are creating a network for sharing climate solutions for the wine sector. It is with a sense of mission that we are joining forces with SWR, an institution with a purpose aligned with ours, so that together we can contribute to and benefit the wine community around the world, clarifying concepts and guidelines related to sustainable development”.

Anne Jones, Category Manager: Beers, Wines and Spirits at Waitrose & Partners added: “As a leading retailer, we know how important sustainability is to our customers. The SWR will be a great way for us to work with others to learn how we can all clarify sustainability messages for wine and drive change.”

Recent news disclosed by Sustainable Wine include two news roundups, published in August and September.

The August roundup focused on the competitive advantages currently available to organic wine farming, the ‘zero-zero winemakers’ of California’s natural wine movement, who add nothing to the grapes during the fermentation process, and the influence of global warming including the tragic wildfires throughout the Mediterranean and the fact that Greek grape varieties exhibit high levels of endurance under critical climatic conditions”.

The September roundup analysed new technological developments, such as a robot prototype, called ‘BlackBird’, developed by researchers at Cornell University, which scans grape leaf samples in order to identify and tackle fungicides before they spread.

For further information and news: swroundtable.org/



COP26: Amorim signs climate manifesto promoted by BCSD

In the build-up to the 26th UN Climate Change Conference (COP26), running in Glasgow, between 31 October and 12 November 2021, BCSD Portugal (Business Council for Sustainable Development) launched a Manifesto that identifies 11 goals to stop climate change.

By signing this manifesto, Amorim has reinforced its commitment to the 2030 Agenda of the United Nations.

Amorim's global Sustainability strategy is already aligned with 12 of the UN's 17 Sustainable Development Goals, committing itself, among others, to reducing the environmental impact of its operations through the adoption of renewable, accessible and efficient solutions while taking into account the protection of people and ecosystems.

Amorim is one of 82 Portuguese companies and organisations that signed the manifesto, whose core objectives include:

- ensure global carbon neutrality by 2050
- promote nature-based solutions and foster restoration, conservation and enhancement of natural resources
- adopt remuneration mechanisms for eco-system services
- finalise the Paris Rulebook and ensure that national policies uphold the defined goals
- assign carbon prices to internalise corresponding environmental impacts
- create international carbon markets
- support developing countries, to accelerate global decarbonisation
- foster sustainable finance solutions
- promote R&D+I to favour carbon neutrality
- ensure that the costs and benefits of climate action are distributed equitably
- encourage countries to develop resilience strategies that address physical climate risks in key locations

Amorim Cork embraces these goals and has incorporated these principles into its own business strategy.

The company's strategy and achievements in this field have been recognised in a series of awards. For example in July 2021, Corticeira Amorim won first prize, for the third year running, in the "Wine products industry" category of the World Finance magazine's Sustainability Awards (see BarktoBottle #45).





António Rios de Amorim, Chairman and CEO of Corticeira Amorim, is the winner of the CEO Award at Deloitte’s Investor Relations and Governance Awards

António Rios de Amorim, Chairman and CEO of Corticeira Amorim, received the CEO Award in the 33rd edition of the Deloitte’s Investor Relations and Governance Awards.

The IRG Awards pay tribute to people and organisations that have contributed the most to making the capital markets more efficient, transparent, socially responsible and useful to the Portuguese economy and society.

The winners were chosen by a jury, after the vote of an electoral college composed of leaders and top managers of Portugal’s 250 biggest companies, investment houses and research houses.

The theme for the 33rd edition was ‘Connect for impact with a human focus’. The jury was led by the economist Vítor Bento, the President of the Portuguese Banking Association.

The selection criteria highlighted the importance of best practices related to fostering stronger human relations and sustainability, connecting in every way - with people, companies, governments, society and the planet - to create a positive and relevant impact.

The shortlisted candidates for the award included Cláudia Azevedo (Sonae SGPS), João Manso Neto (EDP Renováveis), Miguel Maya (Millennium bcp — who won in 2019) and Pedro Soares dos Santos (Jerónimo Martins).

António Rios de Amorim said that he was delighted to have been chosen amongst such distinguished executives. “The greatest distinction was to have been in the company of the nominees who are my reference when it comes to management in Portugal.”

He added that he was proud to receive the award on behalf of the 3,000 staff that Amorim employs in 30 countries around the world.

Amorim Top Series is the official sponsor of The Design & Packaging Masters 2021

Amorim Top Series (ATS), Amorim's business unit dedicated to producing deluxe capsulated stoppers for the global spirits market, is the official sponsor of The Design & Packaging Masters 2021, whose results will be published in the December 2021 edition of The Spirits Business magazine, including the winners of the Silver, Gold and Master medals.

Design and packaging are key factors in determining success in the spirits business and the D&P Masters awards aim to reward the best spirits designs in the market, including assessment of their quality, sustainability, aesthetics and durability.

ATS was also the official sponsor of the 2020 Design & Packaging Masters. The company identifies design, innovation and sustainability as key principles underpinning its business strategy.

Hugo Mesquita, sales and marketing director at ATS was also a member of the jury in the 2020 edition, where he noted the excellence of the designs, which highlighted a trend for premiumisation in all categories. He also underlined the importance of sustainability: "We do still see an excessive amount of plastic in packaging when there are good alternatives, but the design pieces were fascinating"

Sustainability concerns, married with attractive design, will be key factors in deciding the 2021 winners.

Over recent months, ATS has launched a series of innovative stoppers for the spirits market, including a new range of sustainable stoppers – such as Wood Tops and a new 100% cork stopper – as part of its strategy to supply eco-friendly products.

Cork-sealed Super Bock 1927 Selection distinguished in the World Beer Awards

Cork is increasingly gaining ground as a popular choice of stopper for quality beers, in particular for craft beers, thereby extending its reach beyond its existing strongholds in the wine and spirits markets.

Three beers from Portuguese brand, Super Bock, won prizes in the World Beer Awards 2021, including its Super Bock Selection 1927, which is sealed with a two-disc natural cork stopper, specially designed for the beer.

Over recent years, cork stoppers have enjoyed increasing popularity in the craft beer segment, which has been a key driver of the premiumisation trend in the beer market and has enjoyed rapid growth over recent years.

The use of a natural cork stopper for Super Bock Selection 1927 highlights the fact that mass retail beer brands are also opting to use cork stoppers for certain beers.

The World Beer Awards select the best beers in all international recognised styles, and awards and promotes the world's best beers to consumers. More than 3000 beers from 52 countries were submitted to this year's edition.



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