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# BARK to BOTTLE

#47 MAY '22

AMORIM CORK



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of cork-sealed  
wines soared  
in 2021

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[ UK ]

# UK sales of cork-sealed wines soared in 2021

Wines sealed with natural cork stoppers are enjoying rising demand in the UK wine market, as it undergoes significant changes in consumer preferences, motivated in part by rising eco-awareness and focus on sustainability.

Millennial and Generation Z consumers are driving this evolution. As the wine market rebounds from the pandemic period, wines sealed with natural cork stoppers are demonstrating strong growth in volume and value and are retailing at a significant price premium compared to wines sealed with screwcaps.

Plastic stoppers have virtually disappeared from the UK market, reflecting a wider trend seen in other leading wine markets.

One of the significant new trends is rising demand for wines sealed with natural cork from the New World, with particularly marked sales growth for cork-sealed wines from Australia.

A recent report by Nielsen, commissioned by the Portuguese Cork Association (APCOR), has revealed that the value of cork-sealed wines rose by 29% between 2017 and 2021, compared to 10% for wines sealed with screwcaps.

This trend is even more marked for white wines: cork-sealed white wines have recorded a 36% increase in price since 2017, compared to 13% for white wines sealed with screwcaps.





## Wines sealed with natural corks enjoy a significant price premium

Recent studies in the on-trade and off-trade markets have revealed that wines sealed with natural cork record an average price premium of £3.28 and £3.04 per bottle, respectively, compared to wines sealed with screwcaps.

The Nielsen report analysed the top 1,500 wine SKUs in the UK and showed that wines sealed with natural cork stoppers are enjoying stronger value growth compared to screwcaps, retailing on average at £3.04 more per bottle.

A report by CGA on the **on-trade market** in 2021 revealed that cork-sealed wines enjoyed a 6.69% increase in value compared to a 2.99% increase for wines sealed with a screwcap.

For wine served in a glass in restaurant, pub and hotel channels, wines sealed with a natural cork stopper enjoyed an average £0.75 premium over wines sealed with a screwcap.

As the on-trade market began to recover in 2021, cork-sealed wines recorded the highest increases – with a 42.6% increase in volume, compared to 24.1% for screwcap-sealed wines and a 37.3% increase in value, compared to 27.9%.

In the **off-trade market**, Nielsen data for the period 2017-21 demonstrated a value increase of 29% for natural cork-sealed wines, versus 10% for wines closed with screwcaps. The average price for a bottle of wine sealed with natural cork is £9.13 (2021) versus £7.05 (2017) and for screwcap is £6.09 (2021) versus £5.53 (2017).

Carlos de Jesus, Amorim's head of marketing and communication and operational director of APCOR's InterCork programme stated: "It's fantastic to see the average price of wine closed with a natural cork continuing to increase in both the UK on- and off-trade. This demonstrates that consumers are choosing cork more and more with sustainability being an increasingly important choice cue, especially so amongst millennials as a recent UK consumer research revealed. We therefore look forward to seeing a continued period of growth for natural cork over the next few years."

## Wines from the New World record the fastest growth of cork-sealed wines in the UK

The Nielsen report revealed that the largest value increases for cork-sealed wines in the UK have been for New World wines, with a 105% uplift in value since 2020.

Old World wines represent 81% of all cork-sealed wines in the UK market, but New World wines are now growing at a faster pace.

The three principal countries responsible for this upward shift are Argentina - which now supplies 40% of cork-sealed wines from the New World to the UK market - followed by Australia (24%) and South Africa (16%).

Australia recorded the biggest growth in total UK sales for natural cork-sealed wines, between 2020 and 2021, with over 100% growth. Chile has seen growth in premium-branded natural cork-sealed wines and the volume share of South African cork-sealed wines has effectively doubled since 2019.

## Eco-awareness plays an increasingly important role in wine purchase decisions

The Nielsen research revealed that 77% of wine consumers are actively trying to lead environmentally friendly lifestyles.

The CGA report also indicated that the rising demand for cork-sealed wines is reinforced by consumers' rising eco-awareness. CGA spokesperson Mark Newton stated: "The desire to lead a more environmentally friendly lifestyle has never been more prominent than it is right now..."

We have seen an increase in the desire to show greener credentials which is driving interest in sustainable drinks and packaging including natural cork-sealed wines.

Whilst it is evident consumers are generally drinking less but better quality, there is also a growing appetite to experiment and explore more esoteric wine styles which have a greater propensity to be closed with natural cork."

## Plastic stoppers have virtually disappeared from the UK market

Consumer preference for eco-friendly products, that safeguard wine quality has led to the virtual disappearance of plastic stoppers in the UK market. This reflects a wider global trend. In half of the four largest wine import markets, plastic stoppers have virtually disappeared.

## Millennial and Gen Z consumers prefer cork stoppers

A key driver of the rising prices and sales volume in the UK market for cork-sealed wines is the preference revealed by Millennial and Gen Z consumers for cork stoppers, on grounds of higher quality and stronger sustainability credentials (see Bark to Bottle 46).

The recent UK cork-stopper recycling initiative, launched by the UK's largest specialist wine retailer, Majestic, in partnership with the Portuguese Cork Association (APCOR), has further enhanced the perception of cork's stronger quality and environmental attributes.

"It's wonderful to see UK consumers voting with the cash in their pocket as sales hit an all-time high," concludes APCOR chairman, João Rui Ferreira.

“Consumers are choosing cork more and more with sustainability being an increasingly important choice cue.”

[ China ]

# 95% of top 100 selling wines in 2021 sealed with cork

Chinese consumers overwhelmingly prefer cork stoppers over any other type of closures. Market research has consistently demonstrated this preference over recent years, now confirmed by retail data of the 100 top-selling wines collected by market research firm NielsenIQ, commissioned by APCOR.

The data is based on 2021 retail sales for wines, collected in hypermarkets, supermarkets and minimarkets in 24 Chinese cities, including Beijing, Shanghai, Chengdu and Guangzhou.

The report revealed that the 100 top-selling wines included 56 Chinese wines and 44 imported wines, of which 95 out of 100 use cork stoppers.

All the Chinese domestic wines were sealed with cork, further underlining the preference for cork amongst both consumers and producers.

Cork-sealed wines retailed at almost twice the average price of those sealed with artificial closures - with an average price of RMB208.51 (US\$ 32.6) for the former compared to RMB 86.56 (US\$ 13.5) for the latter.

In terms of sales volume, the 21 best sellers all used cork stoppers and the top 10 premium wines, in terms of those able to command the highest price, were all sealed with cork.

A recent study by Chinese research company CBNDATA has shown that the numbers of female and millennial drinkers are rising in China. A key feature of these groups of consumers is their environment advocacy, which makes them particularly attentive to cork stoppers' strong sustainability credentials.

João Rui Ferreira, Deputy Chairman of APCOR stated that in view of the breadth and depth of retail outlets and geographic coverage for collecting the sales figures, these top 100 selling wines clearly reflect the market's preferences in terms of wine closures. "We are very pleased and excited about such strong preferences for cork stoppers in China... the cork stopper is a sign of a quality wine, an important element of wine culture and its innate sustainability advocacy fine-tunes with next generation consumers' sentiment. I would say that our Chinese stakeholders love cork stoppers because of 'all of the above'!"



[ World ]

# Cork stoppers seal 91% of the Wine Spectator's top wines

Over recent years cork stoppers have consolidated their global position as consumers' preferred wine closure.

This tendency is particularly marked amongst the world's top wines, as confirmed in a recent survey conducted on behalf of 100% Cork and APCOR (The Portuguese Cork Association), that demonstrated that 91 percent of the world's top wines selected by Wine Spectator in 2021 were sealed with cork closures.

2021 recorded the highest ever proportion of cork-sealed wines in the Wine Spectator's Top 100, since the list began to be tracked by 100% Cork in 2016.

Wine Spectator has released its annual Top 100 list since 1988, based on criteria of quality, value, availability and the story behind the wine.

The Top 100 List for 2021 was topped by Dominus Estate, Napa Valley 2018, Château Pichon Longueville Lalande, Pauillac 2018 and Heitz, Cabernet Sauvignon Oakville Martha's Vineyard 2016.

31 out of the 33 US wines selected in the Top 100 list were sealed with cork (94%).

Between 2010 and 2020, case sales of cork-sealed wines among the top 100 premium brands increased 97% compared to 6% for alternative closures, according to Nielsen.

The market share of premium cork-sealed wines jumped from 47% to 67.6% in this period.

"Given the incredible natural properties of cork, it makes sense that the majority of the best wines from around the world are sealed with cork," concludes Carlos de Jesus. "Cork's lightness, elasticity, carbon sequestration, and ability to provide consistent oxygen transfer to help with wine's evolution, are just a few of its characteristics."



[ Portfolio ]

# Amorim Cork's Neutrocork® Xpür and Qork® stoppers now feature Xpür

Amorim Cork's Neutrocork® Xpür and Qork® micro granulated cork stoppers now feature Xpür - the world's most advanced and greenest micro granulated cork cleaning technology.

The company launched the ground-breaking technologies Naturity® and Xpür® in 2021. Amorim had already guaranteed non-detectable TCA performance for Neutrocork®, TwinTop® and NDtech® stoppers, but the bar has now been set even higher.

Neutrocork® Xpür is one of the latest generation technical stoppers and ranks as one of the world's most competitive micro granulated stoppers. It includes a minimum of 80% real cork granule composition, and offers great structural stability combined with high sustainability credentials and non-detectable TCA performance.





Qork® is the world's most sustainable and advanced micro granulated cork stopper.

It contains a minimum of 80% natural cork granules, enveloped by a binding agent with 100% vegetable polyols.

The Xpür® system cleanses cork using less energy, creating a positive impact on the planet. This ground-breaking process makes it possible to remove TCA and other sensory-deviation molecules that may exist in the granules, without compromising cork's natural properties. At the molecular level, cork's elastic, physical mechanical features remain intact, without the need to use any artificial components.

Continuing its commitment to provide reliable data to wine producers on the carbon balance of its stoppers, Amorim Cork has commissioned a further round of independent CO2 carbon balance studies using a cradle-to-gate approach, that have revealed the following CO2 balance results:

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Natural cork stoppers with Naturity®  
- **288 g**/stopper

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Neutrocork Xpür®  
- **393 g**/stopper

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Qork®  
≈ - **393 g**/stopper

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# The world's most advanced and greenest micro granulated cork cleaning technology.

# Amorim partners with the Wisperts online community

Amorim is one of the founding partners of Wisperts - the first digital community for the wine and spirits industry - launched in early 2022, by the creators of the Wine & Spirits Virtual Fair, led by Diego Santamarina, of YG Design.

The need to leverage digital links between key players of the wine and spirits industry was already evident before the pandemic and its importance has now been significantly increased.

Santamarina explains that: "After the first two editions of the Wine & Spirits Virtual Fair, we drew several key conclusions. 96% of participants indicated that they would participate in a wine and spirits community, 76% mentioned that key topics for such a community are networking and training. 82% indicated that they preferred many short events rather than one or two long trade fairs throughout the year."

Wisperts operates as a kind of permanent trade fair, that aims to forge stronger ties within the sector, foster growth and reinforce pursuit of the Sustainable Development Goals.

The platform has over 70 partners already and makes available over 70 interviews with leading players, who discuss core topics.

Wisperts will organize its own live events every 2-3 months - such as Matching Global Goals with Business Goals - and is also participating in other events, such as California - "The Wine Industry in a Changing Climate", Green Wine Future, Meet the Buyer and Climathon.

Videos from the events are recorded and then made available to the digital community.

One of the platform's top pick videos is an interview with Hugo Mesquita, sales and marketing director at Amorim Top Series, on why cork is inherently sustainable and versatile.

Key issues discussed within the platform include how the promotion of sustainability has become a geo-political issue, the role of the circular economy on fighting climate change, new digital wine experiences, and actions that will help business attain the UN SDGs.

The platform also includes articles on issues such as key trends that are changing the wine industry - such as the Internet of Things (sensory experiences), artificial intelligence, robotics, blockchain, and electronic labelling.



# Amorim is a participant of the UN Global Compact

Since January 13, 2022, Amorim is a participant of the UN Global Compact - a voluntary initiative of the United Nations that involves over 15,000 companies in 163 countries, whose strategies, activities and operations are aligned with universal principles of human rights, labour practices, environmental protection and anti-corruption.

The Portuguese multinational's new obligations include application of the UN Global Compact's Ten Principles, pursuit of the Sustainable Development Goals (SDGs) identified in the UN's 2030 Agenda and annual presentation of a COP report (Communication on Progress) that details all progress achieved in each pillar of its sustainability policy.

The values inscribed in the UN Global Compact's Ten Principles include promotion of a fairer society, healthier environment, more competitive economy, more transparent business context and more integral culture.

Member organisations are encouraged to increase corporate sustainability based on this system of universal references, in recognition that their long-term success depends on meeting these core responsibilities in terms of achieving continued activity over time, alleviating poverty, creating wealth, fostering collaboration, education and innovation, and actively participating in global transformation.

These values have always formed part of Amorim's DNA. Chairman and CEO, António Rios de Amorim explains that the company is now committed to ensuring that the UN Global Compact initiative and its principles, form an integral part of its corporate strategy, culture and day-to-day operations. "We will become involved as far as possible in all collaborative projects that aim to further the UN's objectives, in particular to achieve the Sustainable Development Goals, underpinned by principles of transparency and public scrutiny."

This is yet another action that reaffirms Amorim's commitment to the application of ESG (Environmental, Social and Governance) best practices and alignment with the UN SDGs.

Amorim was recently the only Portuguese entity to take part in the 50 Sustainability & Climate Leaders campaign, a project that brings together fifty leading organisations globally in the fight against climate change.

It is also a member of other national and international movements that promote the adoption of more sustainable practices, such as Act4nature Portugal and the Charter of Principles, initiatives of BCSD Portugal - Business Council for Sustainable Development.



United Nations Global Compact



[ Italy ]

## Consorzio Prosecco DOC adopts the Suber collection for its stands

Consorzio Prosecco DOC chose Amorim Cork Italia's Suber collection for its stand at Vinexpo in Paris, in February 2022, and has announced that the collection will decorate all its stands in 2022.

The Consortium represents producers from the D.O.C. production zone of Conegliano-Valdobbiadene, aiming to protect and promote the region's Prosecco Superiore wines in Italy and the world.

The consortium's members produced 627 million bottles in 2021.

The stand at Vinexpo was shared between the consortium and 5 wineries, who attended as co-exhibitors: Astoria, De Stefani, La Marca, Le Contesse, Montelvini.

The stand included the statement: "Suber realises interior design objects whose innovative shapes arise from a new ethic that places the future of the Earth at its centre."

The interior design objects on display included several items of cork furniture – such as a half-sphere cork table and cork benches in the shape of champagne corks.

The Consortium explained that the Suber collection is known for its state-of-the-art creations and interior design objects which are developed according to a logic and ethics that respect the environment and look to the future of the Earth.



The stand also included several items of furniture signed by the prestigious Italian furniture design firm, Moroso.

The Suber collection was launched by Amorim Cork Italia in 2019, offering a line of high-level design objects created from recycled cork sourced from the ETICO cork stopper recycling programme. The products include lighting systems, tables, benches, umbrella holders and clothes hangers.

[ France ]

## Amorim sponsors the Spiritueux de l'Année awards in Vinexpo Paris



The first edition of the Spirits of the Year / Les Spiritueux de l'Année 2021 awards, announced on February 14 during Wine Paris - Vinexpo Paris, included the French Spiritueux of the Year category, which was sponsored by Amorim Top Series - Amorim's business unit that supplies deluxe capsulated stoppers to the spirits industry.

The awards were organised by the magazine, Cavistes & E-commerce and included 7 categories: whiskey, rum, gin, other spirits, appetizers, eco-friendly packaging and French spiritueux of the year.

The winner of the French Spiritueux of the Year was Dartigalongue's distinguished double-oaked Armagnac, which the jury said was awarded in light of its innovative approach and the consistency of its packaging with the proposed offer.

Amorim Top Series' clients topped two other categories: Rozelieures single malt whisky, which won the Whisky category and Thoreau Rum+Whisky 40%, which won the Other Spirits category.

Rozelieures whisky has recently won other prestigious awards, including Silver prize for the Tourbé Collection and Fumé Collection in the latest edition of the World Whiskies Awards 2022.

Produced in France by Les Bienheureux, Thoreau Rum+Whisky 40%, is made from 70% Guatemalan rum and 30% Cognac VSOP. It is dedicated to the free-spirited American philosopher, poet, and environmental scientist, Henry David Thoreau (1817–1862).

# Amorim Cork sponsored the Grandes Escolhas and Revista de Vinhos awards

Amorim Cork sponsored the award ceremonies, and produced the cork-based trophies for two prestigious awards in Portugal, organised by the magazines, Grandes Escolhas and Revista de Vinhos.

The trophies for the Grandes Escolhas awards, which were announced in Lisbon on March 11, included five solid cork trophies with a circular icon and transparent covering identifying the winner.



The awards are considered to be the most prestigious competition in the world of wine and gastronomy in Portugal. The awards included nomination of the top 30 Portuguese wines of 2021, based on tasting of over 5,000 wines.

The top 5 wines in the categories of Sparkling, White, Rosé, Red and Fortified wines were announced, with top prizes going to Vértice Douro Sparkling Pinot Noir, White 2011, Vinha Dos Utras los Jeirões, Pico, White 2019, Kopke Winemaker's Collection, Douro Tinto Cão, Reserva Rosé 2020, Quinta Da Manoella Vv, Douro, Red 2018, and Ramos Pinto RP30 Porto Tawny 30 Years, respectively.

Amorim Cork also sponsored and supplied cork trophies for the 25th edition of the Revista de Vinhos awards, announced on February 10 in Porto.

The award ceremony included a career tribute to José Roquette, mentor of Esporão wines, "Personality of the Year in Wine" attributed to winemaker, António Ventura, "Wine of the Year" for Nossa Solera Extra Brut sparkling wine and "Producer of the Year" awarded to the Quinta do Monte d'Oiro.

Awards were also granted in the category "30 Wines of Excellence" from Portugal chosen by the Revista de Vinhos' Tasting Panel, which evaluated more than 3,000 wines during 2021.

"Producer Revelation of the Year" was awarded to Herdade Aldeia de Cima, based in Vidigueira, Alentejo, a personal project by Luísa Amorim and Francisco Rêgo.

The "Person of the Year in Gastronomy" was awarded to Miguel Guedes de Sousa, joint manager of the Amorim Luxury Group with Paula Amorim, for his vision and daring in restaurants such as Lisbon's JNcQuoi Avenida and JNcQuoi Asia.

Amorim sponsored the "Winemaker Revelation" category of the prestigious Paixão Pelo Vinho Awards, held in Lisbon on March 4. The accolade went to Márcio Lopes, a young winemaker based in the North of Portugal, who specialises in Douro and Vinho Verde wines.





## Portuguese cork exports attained record value of €1.1 billion in 2021

In 2021 Portuguese cork exports attained a record volume, notwithstanding the economic constraints caused by the pandemic. Rising to €1.1 billion, exports were 12% higher than in 2020 and 7% higher than 2019, according to data released by Portugal's National Statistics Institute (INE).

The strongest markets were France and the USA, the world's largest wine exporting and wine consuming markets respectively, which each represented around 18% of all exports.

Cork stoppers continue to be the strongest element of the cork sector, representing 73% of all exports.

Demand for cork from the construction and design sectors also enjoyed strong growth.

João Rui Ferreira, secretary general of the Portuguese Cork Association (APCOR) commented: "These values result from growth in the strongest value-added segments, which allows the cork sector to resume the growth trend achieved prior to the pandemic, further reinforcing Portugal's world leadership in this sector".

Based on the rising appreciation for cork amongst wine consumers worldwide, complemented by growing demand in areas such as design and construction, APCOR forecasts that cork exports will surpass €1.5 billion by 2030.

## Spanish Wine Federation and Ecovidrio show wineries how to reduce the environmental impact of wine packaging

The Spanish Wine Federation (FEV) and Ecovidrio - the non-profit association in charge of managing the recycling of glass container waste in Spain - have published a guide on how to reduce the environmental impact of wine packaging, that highlights the positive role played by cork stoppers.

The document states that 7% of Spanish consumers already make sustainability issues a key priority in their purchases.

This awareness is expected to increase significantly as a result of recent European Union initiatives such as the Green Deal, 'From Farm to Table' strategy and the Circular Economy Action Plan, which are being complemented by national initiatives in each country.

On September 28, 2021, Spain's Ministry for the Ecological Transition and the Demographic Challenge published the Draft Royal Decree on Packaging and Packaging Waste, which regulates ecomodulation criteria for the financial contribution to collective extended producer liability systems.

Under this scheme wineries receive bonuses for greater recycling, lower packaging weight and volume, reusable packaging and incorporation of secondary raw materials from recycling. By contrast they suffer penalties if they fail to attain recycling objectives or include packaging elements or substances that impede recycling.

In the section on stoppers, the document highlights that natural cork and micro-agglomerated cork stoppers have the lowest impact, followed by biopolymer synthetic stoppers. Both are considered to be green options. By contrast, aluminium screwcaps and plastic stoppers are classified as having a high environmental impact.

For capsulated stoppers, the document encourages the use of biopolymer plastics which have a lower environmental impact. Tin capsules have a high environmental impact in the extraction stage but can be recycled. Aluminium capsules also have a high environmental impact in the extraction stage, but are easier to recycle than tin. PVC and PVC and aluminium capsules have a high impact.

The document is complemented by more detailed analysis of the environmental impact of stoppers, explaining that cork oak trees act as carbon sinks and that the production process is optimised so that the waste generated during production of natural cork stoppers is used to make agglomerated cork. It also notes that cork is a biodegradable natural product with which compost can be produced.

By contrast it notes that in the case of screwcaps, although aluminium can be recycled in some processing plants, obtaining aluminium from its raw material, bauxite, has a significant environmental impact, especially in relation to energy consumption and the generation of emissions.

In the case of plastic stoppers, recycling is very difficult and the initial stages of extraction of raw materials have a considerable environmental impact, especially in relation to water and energy consumption.

Looking ahead, the document encourages measures that will improve recyclability and lower the environmental impact, such as avoiding non-recyclable materials and focusing on biodegradable materials. Elimination of capsules, lower capsule unit weight and improved recyclability are encouraged.

The document concludes by highlighting the importance of steps to reduce the carbon footprint including calculation of the carbon balance of each element used in the packaging, and green certifications such as the Wineries for Climate Protection certificate, which has been launched by the FEV and is the first and only specific certification of environmental sustainability for the wine sector.





[ UK ]

## Berry Bros & Rudd reinforces its sustainability strategy

Distinguished UK wine and spirits retailer, Berry Bros. & Rudd, founded in 1698, is taking new measures to ensure it meets its goal of becoming net zero carbon and plastic free by 2030.

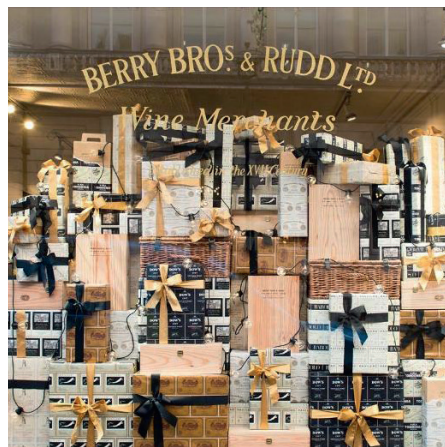
The retailer has developed a four-pillar strategy based on better water management and energy use, lower CO2 emissions, reduced use of plastics and greater vineyard health.

In 2021 it established a partnership with Amorim to remove the capsules on all stoppers, in order to lower the environmental foot print, and take advantage of the negative CO2 balance provided by natural cork stoppers. It aims to move its Berry Bros. and Rudd Own Selection wines to 100% natural cork whenever possible.

An article by Adam Holden, published in the retailer's Spring/Summer 2022 newsletter, entitled "The Unsung Hero" explained this strategy: "Carbon negative, recyclable, natural – not to mention the best-possible closure for fine wine – there are countless reasons to love cork."

"As a fine wine lover, when you buy wine with a cork closure you're doing your bit to support this incredibly precious industry," the article notes and then adds: "As a wine merchant we take our responsibility seriously: by supporting cork farmers and by favouring natural cork, we can help make cork oak a more economically viable product. In turn, this means we can help to protect and expand the vital cork forest ecosystem."

The article concludes with a mention of its focus on 100% natural cork stoppers and its cork recycling campaign: [bbr.com/sustainability](https://bbr.com/sustainability).



## 1870 AMORIM 2020: Material, Memory, Future



Amorim has published "1870 AMORIM 2020", dedicated to the Amorim family's 150 years of business history.

Divided into three volumes, "Material", "Memory" and "Future", the publication traces the projects, challenges and achievements charted by the four generations of the family.

Inspired by the motto "not just one market, not just one client, not just one currency, not just one product", the Amorim group has overcome geographical barriers, economic crises, political regimes, social upheavals and industrial constraints, to become one of the main players in Portugal's business ecosystem, with major international projection. Its position as the global leader in the cork sector, is currently consolidated in dozens of companies, operating across five continents, that export various products to more than 100 countries.

The three volumes are based on in-depth research.

The first two volumes are coordinated by Professor Carlos Oliveira Santos and analyse the Amorim group's fascinating history and cork's amazing properties and multiple applications.

The "Future" volume, written by journalist, Nelson Marques, provides insight into the growing spectrum of cork-based products, solutions and possible applications, that covers an almost endless set of domains - from the still and sparkling wines and spirits sector, to the aerospace, automotive, construction, sports, energy and interior design sectors. It also showcases the new paradigms of the cork sector, such as forestry intervention, viability of the cork oak forest or forest 4.0, or the group of materials, processes and formulae that can enhance cork's properties.

"1870 AMORIM 2020" features photographs by Lara Jacinto, design by Atelier d'Alves and printing and finishing by Gráfica Maiadouro.

## Cork highlighted in international design magazines

Cork is increasingly attracting the attention of leading international designers and artists and renowned design magazines have highlighted the importance of cork in their recent issues.

In November 2021, the UK's Country Living magazine identified six big interior trends for 2022, with interviews with leading designers.

The trends include a reinforced emphasis on sustainability and natural materials in design, reworking living spaces and nature-inspired design. Bo Hellberg, CMO of String Furniture identified Cork as a key material due to the 'biophilia' trend, in which people try to connect with nature and organic materials, adding that it's also a great insulator, making it ideal for kitchen spaces.

In late December, American interior design magazine, Domino, identified cork as "the material of 2022", due to its inherent sustainability, attractive visuals and feel and the wide array of other qualities that it brings to design and construction.

Designers cited in the article include Melanie Abrantes, Tom Dixon and Adam Steiniger. Dixon said that although cork has been used for thousands of years, its eco-friendly qualities make it "the ultimate traditional material for the future."

Architectural Digest's January edition included the article, "Cork Is the Next Sustainable Material Popping Off in Home Decor".

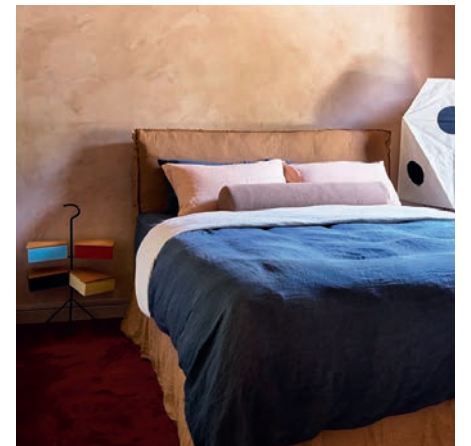
The article begins with the statement: "biodegradable, anti-microbial and sustainable—there's a lot to love when it comes to cork". It emphasises the fact that cork is biodegradable, unlike most building materials, is fully sustainable and has tremendous versatility, and "can be bent, shaped, compressed, and even naturally dyed."

10 innovative home decor products are identified, including the Yoloha Spirit Cork Yoga Mat, the Corkcycle Air, all-in-one cork stopper, the Galula Light Cork Vira Stool and the Emke Cork Vessel.

In March, leading product design magazine, Yanko Design published an article on the ground-breaking cork-based home goods designed by London-based studio, Mind the Cork, founded by Jenny Espirito Santo.

The article showcases products such as hanging planters, dishware and cylindrical storage containers.

In line with the trends identified in these magazines, cork is increasingly popular in leading design projects. Recent examples include the new Mini Strip car, the Serpentine Summer Pavilion designed by the South African studio, Counterspace, the sculpture Brainless Figure in Cork, designed by the Chinese artist, Ai Weiwei and projects in the Porto Design Biennale and the London Design Biennale.







# AUGMENTED NEUTRALITY

With a unique CO<sub>2</sub> balance of - 393 grams, Neutrocork® Xpür is one of the world's most performing, new generation micro granulated stoppers. Xpür's 21st Century approach to supercritical fluid technology delivers non-detectable TCA, while fully protecting cork's natural, mechanical properties without the need for artificial components.

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AMORIM CORK

 [amorimcorkstoppers](#)

**NEUTROCORK**  
**XPÜR**

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