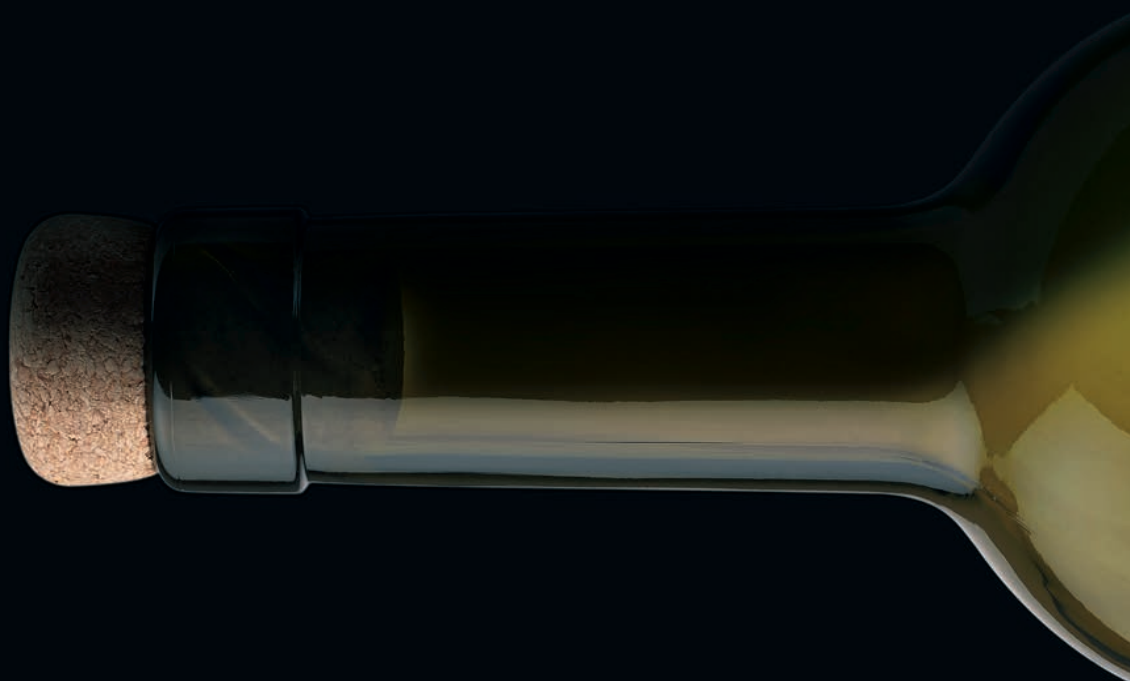


BARK TO BOTTLE

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3 HELIX SPRINGS INTO ACTION

Twist to open, or how this simple function helped create the first real wine packaging innovation of the 21st century.

EACH CORK
CAN CONTAIN
AS MANY AS
800 MILLION
CELLS.



HELIX SPRINGS INTO ACTION

For centuries it's been possible to twist-open cork stoppers used for Champagne, Port and spirits. So what makes Helix different?

Twist to open. How can such a simple function constitute the first real wine packaging innovation of the 21st century?

For centuries it's been possible to twist-open cork stoppers used for Champagne, Port and spirits. So what makes Helix different?

Precisely the fact that it uses natural cork to provide a perfect seal for still wines - that can be opened and resealed with a single twist.

The trinity of wine-cork-glass has a timeless appeal, associated to quality, sustainability and goodtaste. With Helix, these advantages are complemented by the convenience of easy opening and resealing.

Helix not only offers the traditional cork-drawing ritual, but also the opportunity to twist and reseal popular bottles when serving 'by the glass'.

This innovation - protected by three patents - uses a customised bottle design and cork's unique ability to expand and compress.

Each cork can contain as many as 800 million cells. This unique structure enables the Helix cork to adapt naturally to the shape of the bottle neck. Threads inside the glass interact with cork's natural elasticity to create matching grooves, thus creating a perfect seal.

The inviolability of this seal is also confirmed when the cork is twist-opened and delivers the hallmark "popping" sound, which distinguishes wine corks from artificial closures such as metallic screwcaps.

The unique properties of natural cork make it the perfect seal for wine, due to the fact that it offers an air-tight seal, while allowing precisely the right level of oxygen ingress.

Helix has been developed by the world's leading cork and glass manufacturers - Amorim and O-I - and is the result of four years of technological and market research, with a total investment of almost €5 million.

As part of Amorim's wider technological research over recent years, the company has developed a unique system of production which has reduced TCA to below human threshold levels of detection.

Helix uses a ROSA-treated granulated cork that protects the contents while allowing micro-oxygenation of wine that helps it to develop its unique character. It is this quality guarantee, complemented by Helix's ground-breaking design, that has delivered a major turning point in the wine industry - a twist-to-open cork which benefits from latest cork technology, offering a 100% effective seal.

With the first Helix bottles reaching shelves in various countries during July and August 2014, it's still early days to predict the full impact of this technological breakthrough.

News coverage about Helix has spread throughout the world at a pace seldom seen in the wine trade.

Helix is a price-competitive packaging concept, aimed predominantly at still wines in the popular premium, fast turnaround segment, where convenience is a major factor.

It can also be used across a broader range of wines, since it offers a suitable solution for producers with an offering for the popular premium wine segment — from mass market brands to small producers - with a shelf life of up to two-years.

Market research carried out by Ipsos with consumers and wine professionals in France, UK, China and USA, revealed that respondents were equally enthusiastic in a mature wine market (France) as in a newer wine market (China).

Respondents described Helix as being "smart", "aesthetic", "convivial", "interesting", "surprising" and "fun", offering "the best of both worlds".

These qualities have also enabled Helix to win multiple packaging awards, including an Oscar de l'emballage award in France and an Oscar dell'Imballaggio award and an Innovation Challenge Lucio Mastro-Berardino award in Italy.

In 2014, Amorim has organized Helix Road Shows in Portugal, Italy, France and Spain, encompassing 59 trials and orders totalling well over 500,000 bottles.

The product's target markets have now been extended to the US, Holland, Germany and South Africa, with the roll out continuing well into 2015. Initial shipments to the US, Portugal and Holland all sold out immediately.

European fillers - such as Perrier, Kronen, Bertolaso, Gai, Costral, MBF and Arol - have universally validated the innovation, suggesting there will be strong demand for Helix across global wine markets.

Bottling lines can be easily and inexpensively adapted for Helix, requiring no new bottling technology in the case of recent machines and only minor adjustments for other machines (orientation of the cork and regulation of insertion depth).

To date, nine bottling lines have been equipped with Helix kit, located in France, Italy, Spain and Portugal.



Initially, the Helix bottle has been made available in the 75cl Bordeaux Référence bottle from O-I, in Dead Leaf green. Over time, the colour offering and bottle shape is being expanded in function of market demands.

One of the first Helix customers was Tuscany-based wine company, Castellani, which in March 2014 announced that it had adopted Helix for its new organic wine "Toscano Santa Lucia".

Castellani sales director, Pier Giorgio Castellani, explained that the company chose Helix because it's the ideal solution for an organic wine, adding: "We firmly believe that in addition to the quality of the product, the packaging is also a strong element of competitiveness, of distinction and recognition in the market."

"Toscano Santa Lucia" has been exported to the US market, where it is sold in multiple outlets including the nationwide grocery chain, Trader's Joe.

July 2014 saw the world launch of the first Helix bottle sold to the general public, in an event hosted in Lisbon that brought together, Ervideira, El Corte Inglés and Corticeira Amorim.

Alentejo-based wine company, Ervideira, chose Helix for two of its wines - "S de Sol" and "Lusitano". The company's managing director, Duarte Leal da Costa, revealed "We're very happy with this innovation that maintains a premium and ecological image while delivering the factor of convenience to the segment of fast turnaround red and white wines".

Other companies that have already adopted Helix include leading French winery, Val d'Orbieu, that chose Helix for its premium wine, Cuvée Mythique.

Over 2015, major promotional and distribution initiatives are planned, as Helix is adopted by a growing number of wines (see "Spiralling Forward").

Amorim's marketing director, Carlos de Jesus, stated: "Consumer and professional reaction to Helix has surpassed our initial expectations and represents a great basis to continue our work towards sustainable, premium image, wine packaging innovation. That reaction also implies additional responsibility from our side towards the wine trade - strengthening our commitment towards our clients, and also our client's clients".



TALES FROM THE BOTTLING LINE

Nine bottling lines, located in France, Italy, Spain and Portugal, have been equipped so far with Helix kit.

Helix is designed to be used in traditional bottling lines for still wines and no new bottling technology is required for recent machines and only minor adjustments for other machines.

Due to Helix's shape, the bottling line must be equipped with a cork orientator – a system that guides the cork and feeds it to the corks, placing the cork in the right position to be inserted in to the bottle.

The cork is fully compressed like any regular cork stopper ($\pm 15,50\text{mm}$) and corking should be conducted in a vacuum.

Helix is a partial insertion-cork - i.e. the top portion of the cork remains above the bottle-neck edge, for easy removal and reclosing. An adjustment of the corks' mechanical cam is therefore needed so that the downward movement of the bottle is anticipated, allowing for partial insertion.

It is recommended that insertion of the Helix cork leaves a 1 mm gap above the bottleneck edge in order to make it easy to twist-open the cork by hand.

After insertion of the Helix, the bottle should remain in an upright position for at least 5 minutes, in order to ensure that the cork recovers its elasticity and adheres to the bottleneck wall.

Both O-I and Amorim are already "ready for bottling". They have two mobile bottling machines that can travel anywhere in the world for small- and medium-scale bottling tests.

At present, the following specialist mobile bottling companies also provide this service for Helix stoppers: Terre Gaie and Lipari (Italy), Loire & Conditionnement, Euralis and Saint-Emilion Embouteillage (France) and ELA and ELE (Portugal).

Bottling-line producers, such as Perrier, Kronos, Bertolaso, Gai, Costral, MBF and Arol have validated the Helix solution, and can provide assistance to convert clients' bottling equipment. The adaptation is a risk-free operation.

The system will work in all bottling lines, including older equipment, however the precise adaptation specifications will depend upon the respective equipment manufacturer.

Castellani made an alteration to its bottling line. Val d'Orbieu (Cuvée Mythique) has contracted the services of Euralis, Monte Alamo uses the services of ELA and Ervideira uses Amorim's mobile bottling equipment.

After these pioneering experiences, expert guidance and equipment is now available worldwide to ensure that during the roll-out of Helix in 2015, wine companies will have access to a swift and cost-effective adaptation process.



AND THE OSCAR GOES TO...

Helix's unexpected twist has brought it multiple industry awards, including prestigious "Packaging Oscars" in Italy and France.



Helix's unexpected twist - marrying innovative design in two time-proven technologies, cork and glass - has brought it multiple industry awards, including prestigious "Packaging Oscars" in Italy and France.

Award juries have underlined their admiration for attributes such as ease of use, while maintaining the traditional advantages of cork and glass, including the hallmark popping sound.

On November 12, 2013, in Milan, Helix won a "New Technology" prize in the Innovation Challenge Lucio Mastro-Berardino awards, integrated within the SIMEI-ENOVITIS 2013 International Enological and Bottling Equipment Exhibiton, organized by Unione Italiana Vini - Italy's oldest winemaking association.

The Innovation Challenge awards aim to identify winemaking companies that are investing directly in innovation, thus fostering overall sector growth.

Two weeks later, on November 26, 2013, in the Elysée Biarritz in Paris, Helix scooped the 58th "Oscar de l'emballage" sponsored by the French publication "Emballages Magazine".

The jury underlined the fact that the pioneering solution allies tradition with innovation, while preserving cork's distinctive popping sound.

On April 9, 2014, in a ceremony held in the Brera Design District during Milan Design Week, Helix won an Oscar dell'Imballaggio - Italy's most prestigious packaging awards - in the category of Quality Design.

Helix was chosen for both its design excellence and environmental and technological innovation.

The award criteria applied by the jury included the overall design quality of the packaging, from a 'design for all' perspective, including special emphasis on ease of access to the product.

The jury stated that it chose Helix because of its high performance solution and ease of use for consumers, while marrying cork's unique sealing properties with the custom-designed glass bottle. The jury also highlighted the special attention to detail - keeping the "pop" as the cork is removed.

TWIST AND POP

Helix spirals round the world's media

As soon as Helix was unveiled at the International Vinexpo wine fair in Bordeaux, on June 17, 2013, it ignited global media interest, generating 120 articles in a mere 3 days, which quickly mushroomed to more than 500 reports on radio, television and print, across four continents.

From prestigious specialist magazines, such as Decanter, to mainstream media such as ABC, NBC, or The Times, Helix went viral.

Within a week it had become the third-most popular piece of news on Britain's BBC, after the G8 and the Iranian election.

Journalists loved the new "twist and pop" solution, declaring it to be the "The greatest innovation of Vinexpo", complemented by remarks such as "Stopper is a corker" and "Real show-stopper".

The message was clear and immediately understood by the world's media: this is a turning point in the history of wine.



Helix has been hailed as a "new generation" technology that will "shift the wine paradigm". The Drinks Business categorically stated: "Twist-open cork is a Game changer".

Journalists were aware that it would take at least 12 months before Helix would reach shops but nonetheless saw the long-term impact of this technological breakthrough, including statements such as "life will never be the same" or "new twist will revolutionise the wine industry".

The UK press emphasized how Helix will appeal to wine buffs, with headlines such as "Twisty cork is toast of wine world" (Daily Mirror), and "Old favourite's new twist" (Daily Telegraph).

Tom de Castella, for the BBC, emphasised the importance of a twist and open solution that uses cork, since cork continues to be an integral part of the pleasure of drinking wine: "for wine lovers, the distinctive creak and pop means something good is happening. It triggers associations - social intimacy, relaxation, nuanced aromas, celebration - that go far beyond just a slug of alcohol".

Inevitably one of the key talking points has been the competition between corks and screwcaps.

Richard Hemming wrote on JancisRobinson.com: "The purest, most gut-wrenching conflicts involve only two opponents (...) Good against evil. Ali v Foreman. Coke v Pepsi. Godzilla v Ultraman. Cork v screwcap." He then concluded: "With developments such as the Helix, Amorim is taking the bout between cork and screwcap into round two."



Food Republic quipped in the same vein: "Screw-cap wines are screwed: meet the brand-new Helix cork". Inventor Stop added, "Cork Vs. Twist-off: The debate may be over".

Alongside Helix's unique "twist and pop" appeal, the other key advantages highlighted in the media include cork's quality pedigree, preservation of the integrity of the wine, ease of opening and resealing, ecological and sustainability advantages, and of course "the end of the corkscrew".

In-depth articles analysed the project's 4-year development process, focusing on cork's traditional ability to provide a nearly airtight, yet breathable seal, that protects the fullness of the wine's taste, and how these qualities have been guaranteed in this new invention.

Media coverage has also focused on the importance of the fight for market share in the main existing wine markets, complemented by fast-growing markets such as China, which has overtaken the UK and is now the fifth largest in the world.

During 2015, as more leading wine producers acquire Helix for their wines, media interest is likely to intensify further.

Journalists continue to be fascinated by Helix and are expectant to see what will happen when the new packaging solution hits the shelves and meets its ultimate test: consumer reaction.

Over the next 12 months, as millions of Helix corks are twisted and popped around the world, the media will be looking to see whether this game-changer will also begin to "twist and shout"!

TIMELINE

Helix facts

2009 Joint R&D project launched between O-I and Amorim

2010-2013 Extensive product testing, including 26 month trial, and market research in France, UK, USA and China.

17/06/13 Worldwide launch in International Vinexpo wine fair in Bordeaux, the leading global event for wine producers. 120 articles published in the world's media in 3 days.

18/06/13 Beginning of winery trials – Grands Vins de Gironde.

06/2013 Helix international media coverage reaches more than 500 articles in four continents.

12/11/13 Helix wins the "New Technology" prize in the Innovation Challenge Lucio Mastro-Berardino awards, in Milan.

26/11/13 Helix wins the 2013 "Oscar de l'emballage" in Paris.

2014 Helix Road Show in Italy. 5 week event. 33 trials. More than 3000 km. Road Shows also in Portugal, France and Spain. 27 trials.

23/03/14 Castellani announces adoption of Helix for its new biological wine, Toscano Santa Lucia.

09/04/14 Helix wins the Oscar d'Imballaggio 2014, in Milan.

24/7/2014 World launch - sale of first Helix bottle in world. Ervideira, Corticeira Amorim and El Corte Inglés attend world launch of Helix used in two wines - S de Sol and Lusitano.

08/2014 Launch in the United States of Castellani's Toscano Santa Lucia.

22/09/14 Launch of Zio Baffa/Castellani, at Edeka in Dusseldorf, Germany.

22/09/14 Launch of Monte do Alamo/Gastvrij, at Rotterdam wine fair in Holland.

12/14 Helix presentation at France's Vinitech's Trade Fair



SPIRALLING FORWARD

As wine producers switch to the Helix system in 2015 and consumers reveal their preferences, the next 12 months will be a key test for this new packaging solution.

The product's initial launch perimeter focused on Portugal, France and Italy with initial shipments to the US and Holland that sold out immediately. During 2015, Helix will be extended to clients in Germany, the US and the Republic of South Africa.

Over the coming months, Amorim and O-I plan a series of promotional initiatives to ensure a successful roll-out of the new product. A Helix kit with 10,000 bottles will be ready to be distributed to clients, distributors, journalists and sommeliers in different countries. Helix neck tags have also been supplied to customers.

Helix will have a major presence in the world's leading wine fairs over the coming months.

In December, Amorim France's stand at Vinitech in Bordeaux will feature a major spotlight on Helix and in February, Amorim's stand at ENOMAQ, in Zaragoza, Spain, will also highlight Helix.

Further promotional events are planned during trade fairs in 2015, including Vinexpo, in Bordeaux, and SIMEI, in Milan.

During the first half of 2015, roadshows in the key-markets of France, Spain, Italy and Portugal will continue, as further wines in these markets adopt this new packaging solution.

A short "how-to" video about Helix will also be released in 2015, focusing on how to adapt bottling lines and also providing consumer guidance information.

Finally, Amorim has launched a revamped website featuring information in German and Italian, in addition to the initial English and French versions. Spanish and Portuguese versions will be made available in early 2015.



FAQ

Helix Launch, Questions & Answers



DEVELOPMENT OF HELIX

How did the Helix project come about? Which innovation came first – the glass or the cork?

Helix is the fruit of an innovative partnership between O-I and Amorim, that aims to provide a solution which meets two important consumer needs – premium image and convenience. The companies' R&D departments had both made some headway towards this type of solution when they decided to work together. This enabled them to draw on their collective innovation knowledge to develop the perfect partnership between bottle and cork: Helix.

What gives Amorim and O-I the capability to produce Helix? Would other cork and glass packaging manufacturers have this capability?

Developing the precise design of the Helix bottle and cork has involved a long process of innovation, testing and modification. Achieving the optimal solution has only been made possible through close collaboration between the world's leading glass packaging manufacturer and the world's leading cork manufacturer. Helix is patent-protected and has been subject to several years of trials and testing. The proprietary technology owned by Amorim and O-I cannot be replicated by other manufacturers.

Where does the name "Helix" come from?

"Helix", meaning "spiral", refers to the spiral/twist motion that lies at the heart of the new solution, and also alludes to the "double helix" structure of DNA. Helix is an evolution of the traditional partnership between glass and cork – which forms part of wine's unique DNA. It also symbolises the close collaboration between Amorim and O-I – each market leaders in their fields – which has enabled Helix to move from an idea to a tangible packaging concept.

THE MECHANICS OF HELIX

How does the Helix solution work?

Helix is the perfect fit between a glass bottle with an internal thread finish and an agglomerated natural cork. The threads inside the glass interact with cork's natural elasticity to create matching grooves. This design – along with the shape of the cork – enables the user to twist and open the bottle without a corkscrew.

Is it easy to remove the Helix cork?

Yes, the unique shape of the cork and bottleneck make manual removal extremely easy.

Is it easy to reinsert the cork after removal?

Yes, the Helix cork can be easily and repeatedly re-inserted into the Helix bottle after initial opening.

TESTING & TECHNICAL PERFORMANCE

What tests have Amorim and O-I conducted to validate Helix prior to launch?

Amorim and O-I have conducted extensive tests on Helix. Initial testing proved that wine stored in glass bottles with cork stoppers showed no alteration in terms of taste, aroma or colour after a 26 month period, while both free and total SO₂ performed in accordance with wine industry standards.

In 2012, Amorim and O-I conducted an accelerated ageing test. During this test, Helix bottles and corks, filled with still white wine and stored horizontally, were subjected to a temperature of 35°C for 30 days. When evaluated after this period, the Helix wine packaging solution delivered stellar performance in key areas, including:

- Sealing capacity
- Wine migration
- Wine absorption
- Manual removal of cork
- Manual reinsertion of cork (at least 3 times) even after 15 minutes

How long can a wine be kept after the cork has been initially removed and then reinserted?

As Helix functions exactly like a traditionally-shaped agglomerated cork, the length of time that wine may be kept will be similar. Like with any cork, this will also depend to a certain extent on the type of wine and the user's taste preferences.

Is there a risk of cork taint?

No, with Helix, there is no risk of cork taint, since all granules are passed through stringent preventative and curative measures during the production process.

SALES & MARKETING

Which sector of the wine market is Helix aimed at?

Helix is aimed predominantly at still wines in the popular premium, fast turnaround segment, but can be used across a broader range of wines with a shelf-life of 2 years.

Is Helix only suitable for the retail wine segment?

No, the advantages of Helix – convenience, premium image and low environmental impact – make it highly suitable for both retail channels and on-trade (restaurants, hotels, bars etc).

For sommeliers and bar tenders, Helix not only offers the traditional cork-drawing ritual but also the opportunity to twist and reseal popular bottles when serving 'by the glass' – whilst retaining all the benefits that a cork closure brings to the wine.

Are there any wines Helix is not suitable for?

Yes. Helix is aimed predominantly at the popular premium and fast turnaround wine sectors and will not suit every wine or wine occasion. For premium wines designed for long-term maturing and storage, for example, the traditional combination of glass and natural whole cork closure will remain the most acceptable form of packaging, with the stopper removed with a corkscrew.

IMPLEMENTING THE HELIX SOLUTION

As a wine producer/filler, will I have to make changes to my filling and corking lines in order to use Helix? How high will the set-up investment be?

Implementing the Helix solution is very straightforward. For all recent and state-of-the-art machines, no changes are needed to filling lines; for other lines, the necessary adjustment (i.e. orientation of the cork) can be made at very reasonable costs in a short time-frame.

Will there be a choice of capsules for the cork?

Yes, the cork can be covered with a choice of transparent or coloured overcaps, depending on the customer's brand identity and/or preference.

EDEKA CHOOSES HELIX

German retailer, Edeka, chooses Helix for high-profile event

On September 25, in Dusseldorf, leading German supermarket chain, Edeka, organized a prestige event attended by 3000 high-end German consumers.

During a day-long cookery competition, VIPs and TV celebrities from culinary-themed shows such as "Masterchef" were asked to prepare any dish they liked, subject to a single rule - all the ingredients had to be on sale at Edeka's flagship store in Dusseldorf.

Guests paid 90 euros to attend and watch the competition live. They were able to socialize and sample the first class cuisine and excellent wines.

Helix was presented to this exclusive audience, via a joint initiative between Amorim and O-I, and leading Tuscan wine producer Castellani, which presented one of its latest creations, Zio Baffa - a wine packaged using Helix.

Zio Baffa (which means Uncle Baffa) is the pseudonym of renowned filmmaker and surfer, Jason Baffa, whose acclaimed feature-length documentaries include "Singlefin: yellow" "One California Day" and "Bella Vista".

Zio Baffa is produced using grapes from the vineyards of Piergiorgio Castellani, that were featured in Baffa's 2013 film, "Bella Vista", about Italian culture and surfing.

Castellani has chosen Helix for its new wine, "Zio Baffa", after having previously announced its choice of Helix for its organic wine "Toscana Santa Lucia".

Edeka was keen to showcase Helix during the event since it was sure that this important packaging innovation would appeal to its distinguished guests.

Amorim and O-I attended with a special Helix stand - filled with hundreds of bottles of Zio Baffa wine. Many guests highlighted Helix's "convenience using a natural product" and underlined "advantages that will be extremely well accepted by German consumers". Gert Reis, General Manager of Amorim Cork Deutschland GmbH was delighted with the reaction from the event's participants:

"The innovative character of Helix was extremely well-received by the guests. They particularly appreciated the premium appearance of the cork stopper, allied with the convenience of easy opening and re-closing, dispensing with the need for a cork screw. We had wonderful feedback from the guests who revealed their eagerness to find more Helix-packaged wines on retailers' shelves."



A classic combination. With an unexpected twist.

Say hello to Helix – the innovative wine packaging concept combining an internally-threaded glass bottle and a twist-off, twist-on cork. It's everything you love about cork and glass. Now with re-sealable convenience.

—
helixconcept.com



 helix


AMORIM



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