

#42 NOVEMBER '19

# BARK TO BOTTLE

EXCELLENCE IS IN OUR NATURE



- 4 NDtech wins 2019 Innovative Product Award
- 8 Neutrocork: Amorim is world's leading supplier of micro-agglomerated stoppers
- 10 Jasper Morrison Shop hosts "Cork Stopper and Wine Bottle" exhibition

## NDTECH SPARKLING

THE WORLD'S MOST ADVANCED QUALITY  
CONTROL SYSTEM FOR SPARKLING STOPPERS

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## SPARKLING PERFORMANCE

# NDtech Sparkling brings the benefits of Amorim's NDtech to sparkling wines

Amorim's revolutionary screening technology – NDtech – that took the wine world by storm when it was launched three years ago, is now available for sparkling wine stoppers.

NDtech Sparkling is the world's most advanced quality control system for sparkling stoppers and results from two years of research and development.

Individually testing every stopper in a matter of seconds, NDtech Sparkling delivers non-detectable TCA performance\* for every sparkling stopper supplied. This is a milestone in the sparkling wine industry and is expected to inspire significant demand from producers, especially in premium segments.

NDtech is already sold to thousands of wineries throughout the world and has won multiple awards including the Wine Business Monthly's 2019 Innovative Product Award (see separate article).

While the scanning and assessment technologies are similar to those used for still wine stoppers, the engineering process has to cater to two important issues: only the natural cork discs, which come into contact with the wine, need to be analysed, rather than the entire agglomerated shank; and the machines have to take into consideration the three typical diameters used in the sparkling wine industry: 48x29,5mm, x30,5mm and x31mm.

Validated by independent entities, NDtech introduces a specific sorting process of cork stoppers in production lines, based on gas chromatography, which is one of the world's most sophisticated chemical analysis procedures. Using this technology, Amorim has been able to reduce analysis time per stopper from 14 minutes to about 16 seconds, enabling it to be integrated on an industrial scale.

Amorim expects high global demand for NDtech Sparkling stoppers and will therefore be producing them on a 24/7 basis, as is already the case with NDtech for still wine stoppers.

"Launching the tried and tested NDtech scanning systems for sparkling wine stoppers featuring the two-disc, high-end design is great news for producers worldwide," comments Carlos de Jesus, Amorim's Director of Marketing & Communication, "It is a process rich in technological precision that further enhances the world's best sparkling wine stopper – the only stopper incorporating two discs of natural whole cork. Simply put, no other supplier in the world is capable of delivering this."

\*releasable TCA content at or below the 0.5 ng/L quantification limit; analysis performed in accordance to ISO 20752.



# Amorim's NDtech wins Wine Business Monthly's 2019 Innovative Product Award

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Amorim's ground-breaking NDtech individualized cork stopper screening service, the world's first natural cork to deliver non-detectable TCA performance\*, has won yet another innovation award.

During the 2019 Innovation + Quality (IQ) annual forum, held in California's Napa Valley, Amorim's NDtech received an Innovative Product Award, organised by Wine Business Monthly, in partnership with Napa Valley Vintners and the Napa County Farm Bureau.

Other awards announced during the event included a Lifetime Innovator Award for Zelma Long, a visionary in the global winemaking landscape and mentor to some of the industry's finest winemakers.

The latest award follows a long list of previous awards for NDtech, including a Gold award in Vinitech Sifel's 2016 Innovation Awards (Vine and Wine category), a Silver Medal in the Filling and packaging technology category of the Innovation Awards of the 2016 Intervitis Interfructa Hortitecnica, and an Honourable Mention in the COTEC-ANI 2017 Product Innovation Award.

In early 2019 Amorim also won the Innovation & Research prize in the Portuguese Food and Wine "Oscars" - the Revista de Vinhos magazine's "Os Melhores do Ano 2018" (Best of 2018) awards, for multiple innovations including NDtech.

NDtech is a ground-breaking technology that has revolutionised quality control. It introduces the first-ever individual screening in cork stopper production lines, using gas chromatography - one of the world's most sophisticated chemical analysis systems. With a high level of accuracy, NDtech is able to detect any cork stopper that has more than 0.5 nanograms / litre (parts per trillion) of TCA, which is automatically removed from the production line.

\*releasable TCA content at or below the 0.5 ng/L quantification limit; analysis performed in accordance to ISO 20752.

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THE WORLD'S FIRST  
NATURAL CORK TO  
DELIVER  
NON-DETECTABLE  
TCA PERFORMANCE





# GERMANY'S DER DEUTSCHE WEINBAU WINE MAGAZINE REVEAL A DRASTIC DROP IN DEMAND FOR SYNTHETIC STOPPERS BETWEEN 2009 AND 2018

The wine magazine, Der Deutsche Weinbau, the official organ of the German Viniculture Association (Deutscher Weinbauverband, DWV) and its regional member associations, has released data (for 2009, 2014 and 2018) on the stoppers used in 30,000 international wines presented to Germany's prestigious Meininger Tastings.

Market research has consistently demonstrated that German wine consumers associate corks with quality wine. For example, research by Tragon Corporation has shown that over 90% of German consumers associate natural cork with high quality wine – one of the highest scores for leading wine consuming markets – and that under 25% of consumers associate screwcaps with high quality wine.

German wine producers nonetheless shifted towards using synthetic stoppers and screwcaps in the late 1990s and early 2000s. But the data published by Der Deutsche Weinbau suggests that for the quality wines presented to the Meininger Tastings there has been a clear trend away from synthetic stoppers.

Use of synthetic stoppers for the international wines presented to the Meininger tastings has fallen drastically from 20% of all wines in 2009 to 6% in 2018.

The drop in demand has been recorded across all segments, falling from 18% to 6% for red wines, 20% to 5% for white wines, and from 35% to 10% for rosé wines.

Natural cork continues to be the preferred stopper for wine consumers and producers, and is used to seal 44% of all wines presented to the tastings, slightly down from 48% in 2009.

Screwcaps continue to be used extensively by German wine producers, especially for the category of table wines, but cork remains popular for quality wines (Qualitätswein and Prädikatswein).

The preference for natural cork is particularly marked for red wines presented to the Meininger Tastings.

61% of all red wines presented to the tastings in 2009 were sealed with natural cork, and in 2018 stood at 59%. The average percentage for the period 2009-2018 was 63%.

Volume data is particularly revealing as can be seen in the low-price segment – below 5 euros – where although only 14% of wines are sealed with natural cork, these wines represent 44% of total volume.

As average wine prices increase, the percentage of wines sealed with natural cork also rises. For example, 32% of wines priced from €5-10 are cork-sealed. This is likely to represent well over 50% of volume.

For wines priced above €10, natural cork is the clear preference, responsible for 58% of wines priced from €10-25 and 80% of wines priced above €25.

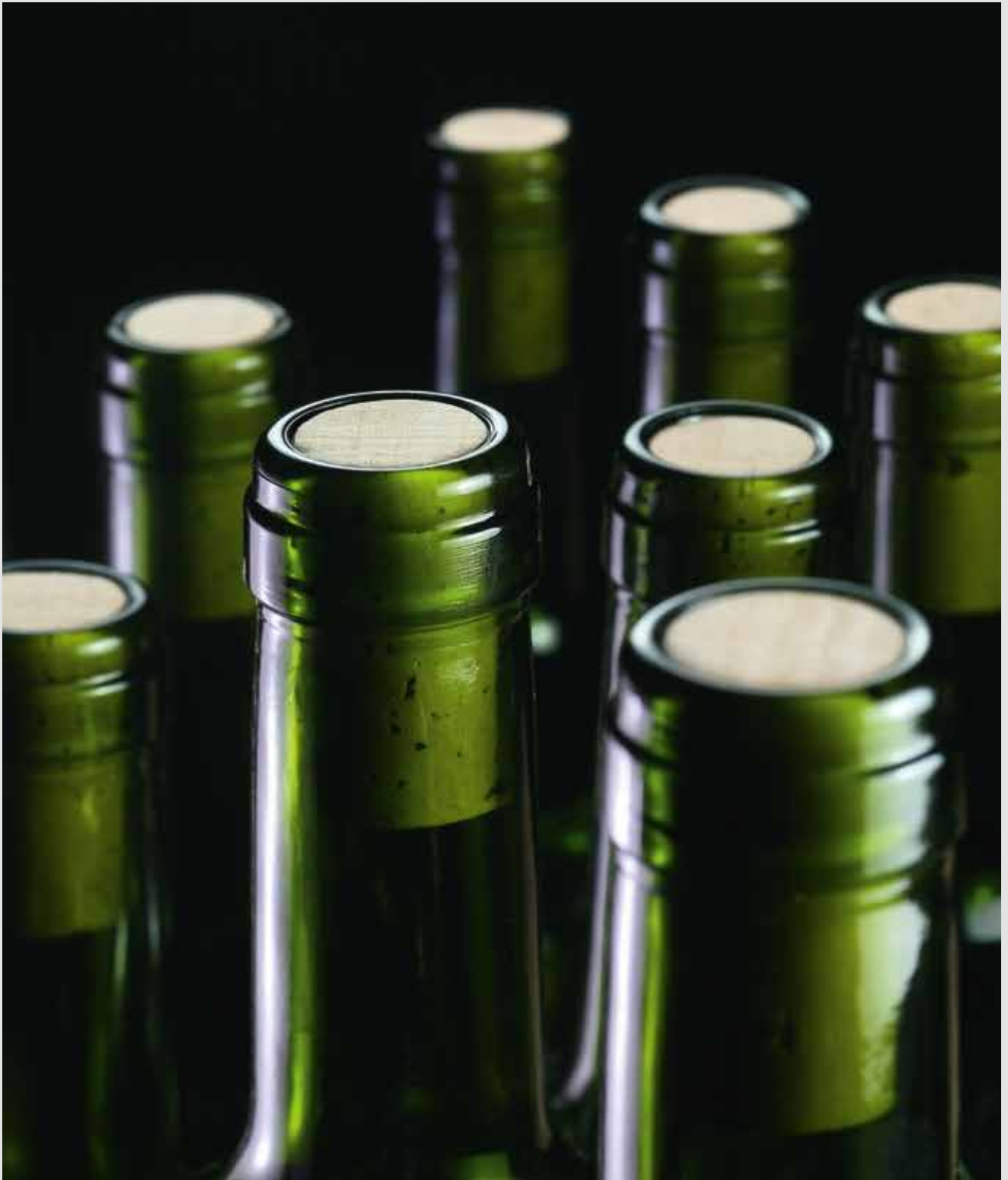
The data from the Meininger Tastings suggests that use of screwcaps remains strong, but several analysts continue to find that natural cork remains the preferred option for many quality wines.

German online guide, Lars Carlberg: Mosel Wine, notes that many German winemakers feel that screwcaps are unproven for wines that are not intended for immediate consumption.

Carlberg notes that German wine producers who exclusively or primarily use cork include Egon Müller, J.J. Prüm, Roman Niewodniczanski, Andreas Adam, Julian Haart, Markus Molitor and Clemens Busch.

He adds: "In Eitelsbach, Christian Vogt of the Karthäuserhof briefly experimented with screwcaps for the 2011 Weissburgunder and Ruwer Riesling, but lost 15 percent to leaks and has decided to return to corks for Riesling in the foreseeable future. Other well-known producers have also reported troubling screwcap leaks." (<https://www.larscarlberg.com/why-screwcaps/>)

Germany continues to be a key export market for wine corks. The 2018/19 Yearbook of the Portuguese cork association, APCOR, noted that for the period 2012/17 Germany was responsible for 7.4% (€73.3 million) of exports of Portuguese cork.



# NEUTROCORK HELPS AMORIM CONSOLIDATES ITS POSITION AS THE WORLD'S LEADING SUPPLIER OF MICRO-AGGLOMERATED CORK STOPPERS

AMORIM'S NEW GENERATION MICRO-AGGLOMERATED CORK STOPPER, NEUTROCORK, HAS BEEN EMBRACED BY WINERIES AROUND THE WORLD - ATTRACTED BY ITS EXCELLENT TECHNICAL PERFORMANCE AND SUSTAINABILITY CREDENTIALS.

Neutrocork's massive CO<sub>2</sub> retention - 392 grams of CO<sub>2</sub> per stopper - boasts the highest performance of any new generation micro-agglomerated stopper in the market.

A September 2018 study produced by PricewaterhouseCoopers for Amorim & Irmãos, which adopted a Business to Business (Cradle to Gate) approach, confirmed that considering the carbon sequestration of the cork oak forest associated to cork production, each Neutrocork stopper retains 392g of CO<sub>2</sub>.

This impressive retention capacity will often offset the glass bottle's carbon footprint.

This is excellent news since the combination of glass and cork not only guarantees the best possible wine quality, it also ensures sustainability.

The Neutrocork stopper results from a uniform-sized micro cork granule composition pressed into individual moulds, offering great structural stability, and is recommended for wines with a certain complexity.

It has been embraced by thousands of wineries around the world.

To produce Neutrocork stoppers, natural cork is sourced from cork oak forests and then sorted, boiled, ground, and treated using Amorim's proprietary ROSA® system.

All Neutrocork stoppers deliver non-detectable TCA performance\*.

Amorim is the world's biggest supplier of micro-agglomerated cork stoppers, with over 1.2 billion units sold in 2018, and the company forecasts continued growth.

\*releasable TCA content at or below the 0.5 ng/L quantification limit; analysis performed in accordance to ISO 20752.





# AMORIM CORK SOUTH AFRICA OVERSAW THE RECORKING OF 1821 GRAND CONSTANCE WINES

GRAND CONSTANCE 1821 DESSERT WINE, ONE OF SOUTH AFRICA'S MOST CELEBRATED WINES – WAS RECENTLY RECORKED, IN A DELICATE PROCESS COORDINATED BY AMORIM CORK AND LIBERTAS VINEYARDS AND ESTATES.

Grand Constance enjoyed acclaim among emperors and kings, such as Frederick the Great of Prussia and Louis Phillipe of France, and became known as the wine of Napoleon.

Hugh Johnson wrote in his "The Story of Wine" that "Constantia was bought by European courts in the Eighteenth and Nineteenth centuries in preference to Yquem, Tokay and Madeira".



Grand Constance was referred to in 19th century literature as one of the world's finest wines, including references in Jane Austen's 'Sense and Sensibility' and Charles Dickens' 'The Mystery of Edwin Drood'.

Precious few bottles of Grand Constance 1821 dessert wine still exist.

The recorking process was captured on video (<https://youtu.be/GKCg1XAaMnI>). Joaquim Sá, Director of Amorim Cork South Africa explained: "What we will be trying to do is to recover as much as possible of what is a national treasure for the wine industry."

The experts were amazed at how the wine corks remained robust since they were last recorked over 135 years ago, back in 1883.

Sommelier Jean Vincent Ridon patiently removed the old cork stopper as the other experts nervously looked on. After recorking, the wine now has a new lease of life, perhaps for several more centuries – making the wines a genuine time capsule between past, present and future.

Duimpie Bayley, former Nederburg Auction Manager purchased the old wines in a Sotheby's auction in London, in the 1980s. "Recorking is very valuable and a very good idea," he explains. It's like giving the wine new legs. This shows that we were making very good wines in South Africa many centuries ago not just in the 1990s and 2000s."

The recorking process occurred in the lead-up to the Cape Fine & Rare Wine Auction held on 18 – 19 October in Stellenbosch.



# JASPER MORRISON SHOP HOSTS "THE CORK STOPPER AND THE WINE BOTTLE" EXHIBITION

The age-old symbiotic relationship between glass and cork has been showcased in an exhibition - "The cork stopper and the wine bottle" - curated by Anniina Koivu and Collections Typologie, formed by four designers, Raphaël Daufresne, Thélonious Goupil, Guillaume Bloget and Guillaume Jandin.

The two most recent issues of their design journal, Typologie, were dedicated to the same topic. The issue dedicated to cork - "Le Bouchon en liège" - includes images of the cork oak forest in southern Portugal, and the hand-crafted and hi-tech automated processes associated to manufacturing cork. The goal is "to understand the reason of our strong attachment to this consumable item and its importance in the tasting ritual."

Featuring 60 original photographs from Amorim's cork collection, 30 colour illustrations, a text by Philippe Louguet, object theorist, the issue also includes an interview between Amorim's Director of Marketing & Communication, Carlos de Jesus, wine consultant, Stéphane Derenencourt and Spanish designer, Miguel Mila.

During preparation for the exhibition Collections Typologie also visited Amorim & Irmãos' cork stoppers unit in Corticeiros, Portugal and produced a video (<https://collectionstypologie.com/videos/3>).

The exhibition was one of the highlights of Milan Design Week and the London Design Festival, where it was hosted by The Jasper Morrison Shop.

The corks were provided by Amorim & Irmãos and the wine bottles from the collections of Thierry de Putter and Verrerie Ouvrière d'Albi.

The exhibition catalogue emphasised that the combined use of cork and glass bottles predates the industrial revolution - they are "Two inseparable objects that brought wine out from the monasteries and the nobilities to our tables."





“A cork is entirely natural, being a piece of bark from the cork oak tree,” states the exhibition catalogue. “Its simplicity belies the responsibility it holds for both the conservation and ultimate quality of wine. Produced by a combination of craft and state-of-the-art technology, corks have long been a model of sustainability. The careful changes in corks, as in bottles, show the importance of matters of size, shape and volume.”



# LIDL'S POP-UP STORE, "LA CAVE À VIN" WINS THE 2019 VICTOIRES DE LIÈGE BEST MARKETING INITIATIVE AWARD

France's prestigious Victoires de Liège awards attributed the 2019 Best Marketing Initiative to LIDL for their pop-up store created in the heart of Paris as part of the chain's annual Wine Fair.

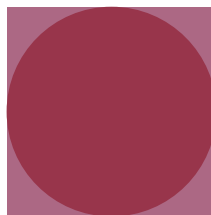
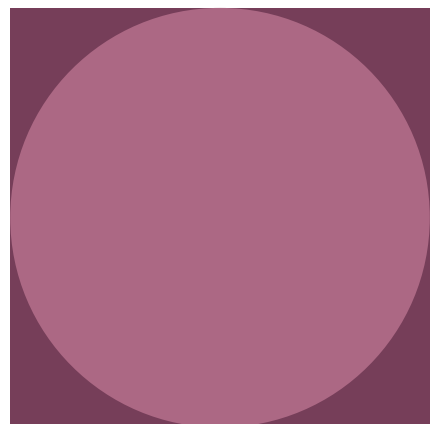
The jury praised LIDL's innovative, modern and qualitative approach to promoting the supermarket offer and raising the awareness of Parisians.

"This pop-up store was a first for the brand and was part of our upscale policy," explained LIDL's wine buyer, Théau Desmedt. "The event allowed us to gain notoriety by valuing our selected and quality offer."

In last year's edition, LIDL won the Victoires de Liège award for Best Cross-marketing Initiative for the launch of its "prestige boutique" site linked to its Wine Fair.

LIDL has also launched a new e-commerce website, [lidl-vins.fr](http://lidl-vins.fr), dedicated to wine accessible all year long and bringing a new service to consumers.

The Victoires du Liège awards are organised by the French Cork Federation and the professional magazine Rayon Boissons in partnership with the vineyard association, Côtes de Bordeaux. They attribute awards to the best wine-related initiatives of retail chains.





## FRENCH WINEMAKER ANTOINE HUTTARD RETURNS TO CORK FOR HIS SYLVANER ZELLENBERG 2016 WINE

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Distinguished French winemaker Antoine Huttard has chosen premium natural cork stoppers (33 cents/unit) for his Sylvaner Zellenberg 2016 wine.

After poor results with synthetic stoppers he believes that cork stoppers are essential to preserve the quality of his wines.

Zellenberg, a commune in the Alsace region in eastern France, is famous for its high-quality wines, which also includes muscat, riesling and gewürztraminer.

Sylvaner is a dry, fresh and fruity grape variety from the Alsace, which delivers a crisp and fragrant wine, with citrus and apple hints.

In 2016, Antoine Huttard and his sister Hèlène, took the reins of the family's winery, Maison Jean Houtard, founded in 1860, which includes an 8-hectare vineyard.

They are now in the second year of bio-conversion of the vineyard. Cork stoppers are an integral part of that process.



## AMORIM AND ROCKFORD WINERY JOIN FORCES IN THE NAME OF WINE AND CORK

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Amorim has joined forces with Australian wine producer Rockford Winery – one of Australia's premium small winemakers – in helping it furnish its second wine cellar, built on its premises in the Barossa Valley in South Australia.

Amorim provided reading materials (such as “The Cork Book”), cork-based decorative items and framed pictures.

In the wake of this partnership, Amorim has also developed cork workshops at Rockford's premises, in which it has explained the entire process involving this material.

Forty of the winery's 50 employees attended the workshops – ranging from managers to warehouse employees.

They can now share valuable information about cork production with the winery's customers.

# AMORIM SUPPORTS THE GLOBAL EXPLORATION SUMMIT

Lisbon was chosen to host the first ever Global Exploration Summit (GLEX) held outside the United States.

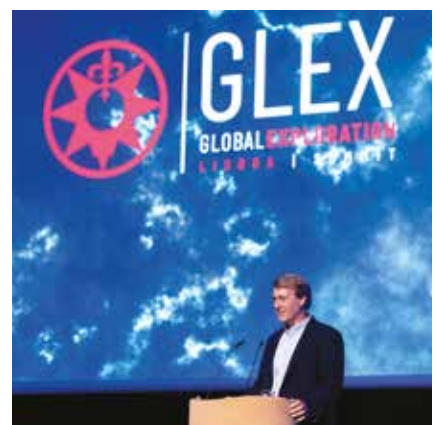
Held at the Champalimaud Foundation in early July, and including representatives of the world's largest exploration and explorer companies, the event was designed to mark the 500th anniversary of Magellan's first circumnavigation of the globe, and the 50th anniversary of the moon landing. Amorim was one of GLEX's main sponsors, reflecting the company's important contribution to the aerospace industry, which dates back to the historic Apollo 11 mission, 50 years ago, which put the first man on the moon.

Via Amorim Cork Composites, Amorim is the leading technology partner in the provision of insulation solutions to NASA and the European Space Agency (ESA).

Over the years, cork-based solutions have been used in programmes such as Titan, Delta, Mars Rovers and Atlantis.

In the context of the European Space Programme, Amorim has also been responsible for the integration of cork solutions, especially in thermal shields and has made important contributions to the Ariane 5 project and Vega rocket.

The summit aimed to promote the unification of the world through science, foster international resolutions that can inspire the future generation of explorers, and encourage the linking of new generations to the future of the planet.



# AMORIM WINS THE CORPORATE AWARD 2019 FROM THE LUSO-AMERICAN CHAMBER OF COMMERCE IN NEW YORK

Amorim received the 2019 Corporate Award at the gala dinner celebrating the 40th anniversary of the Luso American Chamber of Commerce, held at New York's Harvard Club.

**Portugal's Minister of Economy, Pedro Siza Vieira attended the event as keynote speaker.**

Amorim's Investor Relations Officer, Ana Negrais de Matos, explained: "This is a moment of great pride and reflects recognition of our work in promoting cork and developing a sustainable business, creating value for all our stakeholders. We would like to thank all of Amorim's employees for their professionalism, enthusiasm and talent, thereby making a daily contribution to the company's growth and reinforcing our leadership in the sector."

The Luso-American Chamber of Commerce in New York was founded in 1979 to stimulate economic development, trade, investment and culture between the United States of America and Portugal.



# Eco-Friendly Cork

Apart from its other environmental qualities and benefits, Cork stoppers are also the most environmentally conscious partner for glass.



+



+306g to 393g 

-392g 

= -86g to 1g 



**GLASS BOTTLE CO2 EMISSIONS:** Climate Change & Viticulture, Solutions For The Wine Industry Conference (Porto Protocol March 6th 2019) by Miguel Torres

**CLOSURE CO2 EMISSIONS:** "Carbon Footprint Neutrocork", PwC, 2018