



AMORIM

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Letter

# news

Amorim Group news

## Amorim launches Spark One® – the new stopper for sparkling wines

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(page 5)

## Amorim Flooring and BASF present Acrodur®: the innovative, high technology eco-friendly binder



Amorim Flooring, the world's largest Cork and Wood-on-Cork flooring producer, and BASF, the world's leading chemical company, have established an exclusive partnership to develop a new generation of flooring and wall covering cork products.

(page 4)

## Portugal issues the world's first ever postage stamp made of cork

– a celebration of the cork sector



Correios de Portugal (CTT, the Portuguese Postal Service) and the Portuguese Assembly of the Republic recently issued the world's first stamp made of cork. It is made entirely of self-adhesive cork paper, and has a face value of 1 euro. It was designed by artist João Machado, in homage to the Portuguese cork sector, which put Portugal at the forefront of world cork production and exports.

(page 3)

## Editorial

**W**e are delighted to welcome you, in this new and promising year, with a news-packed issue.

An important piece of news is the launch of the revolutionary, ecological Acrodur®, developed in partnership with BASF, introducing a new generation of cork coverings attracting the attention and praise of professionals the world over.

Another innovation in the limelight is Spark One®, a stopper combining extreme elasticity with a high resistance to pressure, providing perfect technical and sensorial properties for sealing sparkling and carbonated wines.

Speaking of wines, congratulations to Quinta Nova Grande Reserva 2005, awarded the title of “best Douro wine” by the prestigious Grand Jury Européen.

Another prize was won by the Corticeira Amorim Sustainability Report, in the Openness and Honesty category of the Corporate Register for its transparency and openness regarding the company’s Sustainable Development policy.

And of course we want to tell you about the restructuring of our two Business Units - Corticeira Amorim Indústria and Amorim Industrial Solutions, into a single Business Unit now called Amorim Cork Composites.

Finally, we share with you a tribute to cork and the cork sector, in the form of the world’s first postage stamp made of cork, issued by Correios de Portugal (CTT, the Portuguese Postal Service) and the Portuguese Assembly of the Republic.

These and many other articles fill the pages of the year’s first issue. We’ll be back soon with more news. See you then!

## Credits

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## Contents

Portugal issues the world’s first ever postage stamp made of cork – a celebration to the cork sector	3
Amorim Flooring and BASF present Acrodur®: the innovative, high technology eco-friendly binder	4
Amorim launches Spark One® – the new stopper for sparkling wines	5
Amorim Cork Italia at SIMEI 2007 Spark One® in the limelight with an innovative stand	5
Quinta Nova Winehouse gives life to Pinhão Station	6
Amorim Cork Composites: CORTICEIRA AMORIM’s new Business Unit	6
Quinta Nova Grande Reserva 2005 – Best Douro Wine	7
Amorim Revestimentos and Gierlings Velpor at Heimtextil 2008 – “Style is more than an attitude”	7
100% Recyclable cork stoppers Amorim Cork America promotes recycling of cork stoppers in the USA	8
Amorim & Irmãos at the closing lunch of the Portuguese Presidency of the European Union Council in Brussels	9
Fairhills and Amorim South Africa win “International Amorim Photographic Competition”	9
Willamette Valley Vineyards obtains FSC (Forest Stewardship Council) certification	10
Amorim Cork Italia achieves BRC-IOP certification First Italian company to receive the recognition of the British Retail Consortium and Institute of Packaging	11
Wine from another perspective	11
Alexandre Pons receives the Amorim Academy Grand Prix 2007 prize for his thesis “Recherche sur l’arôme de vieillissement prématuré des vins blancs secs” (Research into the premature ageing aroma of dry white wines)	12
Surfaces 2008 Las Vegas is won over by the most eco-friendly innovations	13
Amorim Revestimentos at Domotex 2008 20 <sup>th</sup> edition a success	13
Amorim supports “Icons of Whisky Regional Event” in India	14
CORTICEIRA AMORIM Sustainability Report wins prize in the Openness and Honesty category of the Corporate Register CORTICEIRA AMORIM ranks among the world’s best in terms of sustainability	14
Amorim Revestimentos at EuroShop 2008	15
Quinta Nova relaunches unoaked wine	15
Amorim Cork goes to Broadway! The world’s first wine-tasting musical, with 5000 natural cork stoppers	16

# Portugal issues the world's first ever postage stamp made of cork – a celebration of the cork sector



From left to right: Rafael Veiga Macedo (Cork Producer); Américo Amorim (Amorim Group Chairman); Luís Nazaré (CTT Chairman); Raúl Moreira (CTT Philately Director); Alfredo Henriques (Mayor of Santa Maria da Feira)

*Correios de Portugal* (CTT, the Portuguese Postal Service) and the Portuguese Assembly of the Republic recently issued the world's first stamp made of cork.

It is made entirely of self-adhesive cork paper, and has a face value of 1 euro. It was designed by artist João Machado, in homage to the Portuguese cork sector, which put Portugal at the forefront of world cork production and exports.

The unveiling ceremony, which took place on 28 November in the Assembly of the Republic, was attended by the President of the Assembly of the Republic, Jaime Gama, and the Chairman of *Correios de Portugal*, Luís Nazaré.

First day covers and leaflets were also issued as part of the launch of the Cork Stamp, costing 55 cents and 70 cents respectively. The CTT website ([www.ctt.pt](http://www.ctt.pt)) also produced a pack containing a stamp, a first day cover and a leaflet including a stamp, costing 4.25€.

Due to the characteristics of the natural structure of cork, each stamp is unique. In addition to the 230,000 stamps included in the philatelic plan, an extra 20,000 stamps were produced bearing an Amorim Group promotional logo. The edition is almost sold out, and there are no plans for a second one, in line with the policy in Portuguese philately of not issuing second editions, a distinctive feature attesting to the quality and uniqueness of its products.

Portugal is home to the largest area of cork oaks on the planet, with 737 thousand hectares, or 32.5% of the entire area planted with cork oaks in the world. Portugal is also the undisputed world leader of the cork sector, accounting for 54% of global cork production.

In a text signed by the President of the Assembly of the Portuguese Republic, the leaflet provides information about cork

and the cork oak forest, moments from the history of this noble product, and references to the cork industry, the aspects which motivated the launch of this special stamp:

## Cork and the cork oak – national symbols Cork. A gift from nature. National heritage. Ambassador for Portugal.

Cork is the bark of the cork oak, a renewable, recyclable and biodegradable natural product. *Quercus suber L.*, planted by mother Nature mainly in southern Portugal, forms the essence of the Alentejo landscape's identity. Home to an endless variety of animal and plant species, the cork oak forest, in its multiplicity of functions, prevents desertification in the southern part of the country, a dry region with thin topsoil, reducing erosion and making an immeasurable contribution to the local economy. The cork oak forest and the cork it produces play an important role in CO<sub>2</sub>-fixing, the main culprit of global warming.

Protected by kings and governors from the beginnings of the nation to the present day, the cork oak has always enjoyed the protection of national legislation. The first references to cork and the cork oak appear in the letters of King Dinis in the 13th century. However, cultivation of the cork oak forest as we know it today did not begin until the 19th century.

Rough in appearance but pleasant to the touch, cork possesses unique characteristics: it is light, impermeable to liquids and gases, compressible and elastic, it provides excellent insulation against temperature, sound and vibration, and is resistant to friction. Used in a wide range of applications, from construction to the automobile industry and aeronautics, it is in the cork stopper that cork takes its most well-known form.

Without mentioning the Romans and Phoenicians, who may have used cork to seal their amphorae, it was in France that cork started to be used systematically, by Dom Pérignon, to store the much-prized nectar. It was Portugal, however, that developed the skill and the know-how required to harvest and process it. For historical reasons, linked to the proximity of Port wine production, the industry was established mainly in the North, specifically in the Aveiro district, a region which remains to this day the world centre for processing and sale of cork.

An ambassador for Portugal, cork has carried the nation's name to the five continents and even into space. Today, Portugal is the world leader in cork production, processing and exports. This position has placed Portugal at the forefront of knowledge and research in the area, and has bestowed upon it the responsibility of protecting and promoting this noble product of the Mediterranean forest.

Cork and the cork oak have inspired books, poems, songs, fashion, design and jewellery. They are part of Portuguese culture. A symbol that is now enshrined in a prestigious postage stamp. A stamp made of cork, the bark of the cork oak.

Lisbon, 26 September 2007  
Jaime Gama  
President of the Assembly of the Republic



# Amorim Flooring and BASF present Acrodur®: the innovative, high technology eco-friendly binder

Amorim Flooring, the world's largest Cork and Wood-on-Cork flooring producer, and BASF, the world's leading chemical company, have established an exclusive partnership to develop a new generation of flooring and wall covering cork products.

This partnership has resulted in the creation of Acrodur® - a water based binder developed by BASF, which is free of ingredients such as phenol, formaldehyde or isocyanate and significantly reduces the level of emissions without changing the technical performance of the products. An important advantage is that it greatly improves workplace hygiene, by reducing odours and emissions.

As a result, Amorim Flooring brands (Wicanders®, Ipocork® and Corklife®) are now available with this new water based binder, which will replace the classical "Melamine-Urea-Formaldehyde resin".

## Eco-Efficiency Analysis

An Eco-Efficiency Analysis determines how eco-friendly a product or process is compared to similar ones. It also shows its economic efficiency from the customer's point of view. It takes into consideration, for example, the amount of energy and other resources spent and the level of greenhouse gas emissions during production, use and disposal of the products compared. In 2007, BASF conducted an Eco-Efficiency study on several types of flooring products, including Amorim Flooring cork products. The study's findings confirmed the superior Eco-Efficiency properties of cork flooring products, such as:

- a much more moderate consumption of resources (energy and raw materials) to produce the same units of flooring elements.
- a significantly lower contribution to global warming, due to lower emissions and CO<sub>2</sub>-retention in the natural material cork, especially compared to products such as LVT Vinyl Flooring;
- total ownership costs for the end customers: cork floors allow for considerable reductions in room heating due to their heat-retaining and thermal insulation properties.

Overall, the ecological footprint and the Eco-Efficiency portfolio (assuming similar flooring material prices) clearly show the superior Eco-Efficiency of cork based flooring products.

## Cork and the Environment

The cork industry is remarkably sustainable; it takes a natural raw material extracted cyclically from trees without ever harming them, and turns it into high value-added products while



promoting the economic and social sustainability of areas at risk of desertification.

Furthermore, the role of the world's cork oak forests in fixing CO<sub>2</sub>, in preserving biodiversity and in fighting desertification is now recognised as both fundamental to, and a unique example of, true sustainable development.

The CO<sub>2</sub>-retention capabilities of Portugal's cork forests are estimated to be as high as 5% of the country's annual emissions, or 4.8 million tons per year.

In this setting, Amorim cork products represent a unique balance between the creation of wealth and protection of the environment.

# Amorim launches Spark One® – the new stopper for sparkling wines

Spark One® is the new stopper for sparkling wines, recently launched by Amorim. Made of cork, Spark One® combines extreme elasticity with high pressure resistance, one of the most important factors in the conservation of sparkling wines, as they only retain their characteristic bubbles if the stopper provides a perfect seal.

The inherent natural properties of cork are supplemented by the addition of an elastomer which enhances the stopper's elastic properties and sealing capacity, with a high tolerance to variations in temperature and pressure, perfectly preserving all of the wine's organoleptic characteristics, even in the event of alteration of exterior conditions.

Another feature of this new stopper is the application of the exclusive ROSA® system, also developed by Amorim over the course of many years of research. This system enables the prevention of one of the greatest problems in winemaking: the contaminant known as 2,4,6-trichloroanisole or TCA. The ROSA® (Rate of Optimal Steam Application) system effectively removes TCA from cork granules, discs and stoppers, using controlled steam distillation.

## Mechanical behaviour of Spark One®

Amorim designed the Spark One® stopper to meet the specific requirements of sparkling and carbonated wines. The stopper, made of cork micro-particles, comprises a single piece: there are no discs, no separate parts, and it is perfectly smooth and robust. Its unique structure provides excellent mechanical behaviour, guaranteeing that the stopper never crumbles or releases particles. A simple gesture is all that is needed to savour the wine in its full, natural sparkle!

## An eco-sustainable stopper

The Spark One® stopper, like Amorim's other products, is made

from cork, a natural material with inimitable characteristics, providing the perfect seal, elasticity and resistance for the conservation of wines.

Cork is a renewable resource with great environmental benefits, as it is recyclable and non-polluting. The cork oak, from which cork is taken, is among the trees with the greatest capacity for retaining carbon dioxide, and providing oxygen, renewing its bark after every harvest.

Amorim has always been committed to respecting the ecosystem. Spark One® - which comes from, and respects, nature – demonstrates this once again, bringing together the most advanced technology, and protection of the environment, in perfect harmony.

Spark One® offers all the technical and sensorial advantages demanded by sparkling and carbonated wines. As a result, your sparkling wine will have unbeatable organoleptic neutrality!



**SPARK ONE**  
So one.

All Amorim & Irmãos, S.A. products comply with current regulations and legislation (European and FDA - Food and Drug Administration) for products in contact with food.

## Spark One® worthy of special launch

As a result of its unique and innovative nature, Spark One® deserved a special launch. To this end, exclusive merchandising was developed, involving a variety of different communication tools, including the presentation of a promotional box, sample packs and a spot, which can be accessed at [www.sparkone.net](http://www.sparkone.net).

At the same time, participation in international events such as SIMEI-ENOVITIS was enhanced by innovative promotion of the product.

To find out more about this stopper, visit [www.sparkone.net](http://www.sparkone.net).

# Amorim Cork Italia at SIMEI 2007 Spark One® in the limelight with an innovative stand

The 22<sup>nd</sup> edition of SIMEI, in Milan – the world's largest exhibition specialising in machines, equipment and products for production, bottling and packaging of beverages – received the highest ever number of visitors, as did Amorim's stand, visited over 1000 times during the 5 day event.

Amorim Cork Italia's stand was an original one, with a special theme based on the new Spark One® stopper. The area was made to resemble a club, with soft ambient music, and Amorim Cork Italia's employees dressed for the occasion as sommeliers. In an intimate and pleasant atmosphere, clients were able to savour gourmet Italian food, and taste selected special wines and Ports, sealed with Amorim cork stoppers.

The idea was a great success with visitors, who also had an opportunity to find out about the various technical solutions provided by Amorim, as well as the latest developments in its Sustainability Policy.

In parallel with the SIMEI exhibition (which hosted 778 exhibitors), the sixth edition of ENOVITIS – International Exhibition of Wine and Olive Growing Techniques, with 154 exhibitors – was held, for the first time ever in the Fiera Milano Rho exhibition

centre, with a larger exhibition area than previous editions and visitor numbers to match.

The excellent results achieved by this edition demonstrated, once again, that this is one of the most important exhibitions in the world for professionals in these areas seeking, above all, new products, new solutions and the latest technological advances for their business.



# Quinta Nova Winehouse gives life to Pinhão Station



In February, Quinta Nova de Nossa Senhora do Carmo formalised a partnership with REFER (The Portuguese National Rail Network) with a view to developing an innovative integrated concept in wine tourism at Pinhão Station, one of the Douro region's crown jewels. This new space will be open to the public until 1 June, 128 years after the first train arrived there.

The Winehouse, with an area of around 460 m<sup>2</sup>, incorporates a shop for sampling and sale of Quinta Nova products, a museum and a room for cultural events, wine dinners and

training events, among others.

The station building and surrounding area, including the homes of the railway workers and operators, will undergo renovation works, fully preserving the real-estate's heritage value.

This "Casa do Vinho" will give Pinhão Station, one of the country's most beautiful and emblematic stations, a new role in tourism and culture, providing a powerful impetus to local development.

## Amorim Cork Composites: CORTICEIRA AMORIM's new Business Unit

The Board of Directors of Corticeira Amorim, SGPS, S.A. has decided to reorganise its two Business Units – Corticeira Amorim Indústria (Composite Cork) and Amorim Industrial Solutions (Cork Rubber), to integrate them in a single Business Unit (BU) now called Amorim Cork Composites.

The new business unit will be responsible for all activities until now carried out independently by the two BUs, uniting and reinforcing competencies in a number of areas, with the aim

of: fostering business synergies; leveraging existing business and establishing bases for the development of new business; optimising resources of the activity support areas and investments; streamlining the extensive know-how and skills of the teams.

The decision to change the organisational structure is a challenge which will certainly result in a substantial value creation for Customers, Shareholders, Suppliers, Employees and Stakeholders.



# Quinta Nova Grande Reserva 2005 – Best Douro Wine

During its yearly session, the prestigious international panel Grand Jury Européen selected Quinta Nova's Grande Reserva 2005 as best Douro Wine from among the 21 candidates submitted for consideration at the event.

The 20 tasters who gathered for two days at a hotel in the Douro wine-producing area awarded 89.87 points to this Grande Reserva, produced by Quinta Nova de Nossa Senhora do Carmo. This wine, created from the first harvest processed independently on this property, belonging to the Amorim family, was put on the market just five months ago, having also been awarded the "A Escolha da Imprensa portuguesa" (Portuguese Press Selection) prize last November.

The Grand Jury Européen, a non-profit organisation which brings together over 40 renowned wine critics and journalists from 14 different countries was created over ten years ago, but this was the first time the group gathered in Portugal. As well as Douro wines, the Grand Jury Européen also assessed Ports and wines from other regions of the country.



# Amorim Revestimentos and Gierlings Velpor at Heimtextil 2008 – “Style is more than an attitude”



From 9 to 12 January, Amorim Revestimentos and Gierlings Velpor were at Heimtextil 2008 in Frankfurt, one of the world's leading fairs for home and hotel industry textiles.

Held in the Frankfurt Fair and Exhibition Centre, with the motto "Style is more than an attitude", Heimtextil 2008 hosted over 2800 exhibitors from 65 countries, presenting their products to over 86,000 international visitors.

Amorim Revestimentos and Gierlings Velpor shared a 27 m2 stand, the high number of visitors and the quantity and quality of sales reflecting the market success enjoyed by the two companies.



As well as the displays and special exhibitions with plenty of surprises to offer, Heimtextil 2008 included lectures, seminars and textile trend forecasts for the hotel industry. The organisers also provided marketing services, such as Contract Creations Signet (signs indicating suppliers to the hotel industry) and the Contract Guide (a list of textile suppliers to the hotel industry). The fair was complemented by the Online Contact Forum, allowing exhibitors, clients and visitors to remain in permanent contact throughout the event.

# 100% Recyclable cork stoppers

## Amorim Cork America promotes recycling of cork stoppers in the USA



In the USA, Amorim Cork America has launched a pilot programme aiming to collect and recycle a tonne of natural cork stoppers in the next 12 months, corresponding to roughly 300,000 corks.

The programme, called ReCork America, is counting on the cooperation of retailers, restaurants, groceries and other establishments where wine is sold or consumed, which collect used corks.

The collected corks then undergo a rigorous selection process in order to exclude any non-cork stoppers, and are stored until they are reintroduced into the production cycle, to be transformed into other eco-friendly products using ecologically and financially feasible methods.

Amorim has a long-standing presence in the US with environmentally sustainable products, and the ReCork America programme highlights the company's environmental profile. "All over the world, consumers are becoming more demanding and preferring more ecological solutions, and are genuinely concerned about carbon emissions and recycling. Cork matches these concerns perfectly: it makes a real contribution to the reduction of CO2 levels, and is 100% recyclable!" - Daryl Eklund (General Manager of Amorim Cork America).

For the development of the ReCork America programme, Amorim Cork America received support from The Oregon Environment Council, Willamette Valley Vineyards and SOLV, an Oregon environmental organisation.

There are plans to progressively expand the initiative to other regions of the US, promoting interest in the recycling of natural

cork stoppers.

More information at [www.recorkamerica.com](http://www.recorkamerica.com).

Amorim & Irmãos launches second programme for recycling of cork stoppers in North America

Amorim & Irmãos launched a pilot programme in Québec, Canada for recycling cork stoppers, in partnership with prestigious wine-producing companies of the region belonging to the Winexpert chain.

The initiative, entitled "Un Liège à la Fois", involves 55 specialist retailers which will begin to offer a value-added service by providing consumers with special containers in which to keep used cork stoppers.

The collected corks are sent to Amorim & Irmãos, in Portugal, to be recycled and transformed into raw materials for various products such as insulation, coverings, gifts, sports material, footwear and many others.

World leader in the cork sector, Amorim reinforces the product's inherent sustainability with this initiative, which is a perfect reflection of its environmental policies. Cork is 100% recyclable, and the tree it comes from - the cork oak - is able to retain and substantially reduce emissions of CO2 into the atmosphere.

In partnership with Winexpert, Amorim has been providing environmentally friendly cork products to Canadian consumers for many years. This pilot programme, which is to be extended to all Canadian provinces, also promotes the ecological link between manufacturers, retailers and consumers.



## Amorim & Irmãos at the closing lunch of the Portuguese Presidency of the European Union Council in Brussels



Amorim & Irmãos was invited to support the closing lunch of the Portuguese Presidency of the European Union Council in Brussels.

Designed to introduce the Heads of State attending the event to Portuguese culture and history, the lunch, prepared by chef Luís Sobral, boasted menus made of cork.

Cork, an integral part of our culture and history, and currently a representative slice of Portuguese GDP, was in this way “in the hands” of every Head of State.

## Fairhills and Amorim South Africa win “International Amorim Photographic Competition”

The companies Fairhills and Amorim South Africa won the “International Amorim Photographic Competition”, sponsored by CORTICEIRA AMORIM.

“This yearly competition is open to all the countries where we do business, particularly in the wine-producing sector” – said Nuno Barroca, CEO of CORTICEIRA AMORIM. “The idea is to get the companies we work with to photographically record unique aspects and features of their markets, specifically in the regions of Australia, North and South America, Europe and South Africa”, he concluded.

This edition’s winning photos were taken in the playschool at Fairhills’ Rawsonville unit, where the company also carries out a number of other community projects. The real winners were the children of the workers on the Fairhills farms in the region, who took part in the event naturally and enthusiastically, bringing the images to life.

Nuno Barroca commented on the close connection shown in the photos between this South African wine producer and the surrounding community. On the same note, Bernard Fontannaz, CEO of Origin Wine, to which the Fairhills brand belongs, stated that social projects form a part of the company’s corporate policy: “We are committed to investing in the wellbeing of the communities we are a part of and where our wines are produced”.



Bernard Fontannaz, CEO of Origin Wines and Nuno Barroca, Executive Director of CORTICEIRA AMORIM with some of the children from the Fairhills playground in Rawsonville.

# Willamette Valley Vineyards obtains FSC (Forest Stewardship Council) certification



Amorim is the world's first packaging company to receive FSC "Chain of Custody" certification for a natural stopper. Willamette Valley Vineyards now uses FSC-certified cork stoppers supplied by the Amorim Group in all of its bottles.

Willamette Valley Vineyards, in Oregon, USA, was recently awarded the FSC (Forest Stewardship Council) "Chain of Custody" certification by the NGO Rainforest Alliance, becoming the first winery in the world to achieve this important distinction. The certification rewards the winery for using stoppers produced from a cork oak forest managed in accordance with the responsibility and sustainability criteria established by the FSC.

The cork stoppers used by Willamette Valley Vineyards are supplied by Amorim & Irmãos, which was also the world's first packaging company to receive FSC certification. This led Carlos de Jesus, Marketing and Communications Director at Amorim & Irmãos, to congratulate Willamette on this achievement. "The wine industry is responding to a demand by informed consumers that is resulting in the conservation of fragile ecosystems and the reduction of carbon emissions", commented Carlos de Jesus.

"Cork stoppers that come from responsibly managed forestlands are the only choice for wineries that want to have a positive environmental and social impact," - said Jamie Lawrence, European Forestry Division Manager for the Rainforest Alliance - "Willamette's commitment to supporting responsible cork production in rural communities in the Mediterra-

nean is commendable and progressive, fitting of a world-class winery that focuses on making sustainable choices."

The Rainforest Alliance was responsible for awarding FSC certification at every stage of the chain, having begun by certifying the world's first cork oak forest in Portugal in 2005, followed by the cork processing units belonging to the Amorim Group, and concluding the process with the certification of Willamette Valley Vineyards.

Willamette Valley Vineyards produces around 100,000 cases of wine each year, mainly Pinot Noir, for distribution in the United States, Canada and the Pacific Rim.

Beginning with the 2006 vintage, bottled in July, the winery now uses FSC-certified cork stoppers in all of its bottles. The corks are printed with the FSC and Rainforest Alliance logos, and the labels on the bottles will also bear the two certification seals.

"We think about every aspect of how we can walk as softly as possible in pursuing our goal of making world-class Pinot Noir," - said Jim Bernau, founder and president of Willamette Valley Vineyards - "The question is: What is the best choice for the long-term health of the planet? The clear answer is natural cork that comes from a responsibly managed forest."



# Amorim Cork Italia achieves BRC-IOP certification

**First Italian company to receive the recognition of the British Retail Consortium and Institute of Packaging**

Amorim Cork Italia was recently awarded the BRC-IOP (British Retail Consortium – Institute of Packaging) and ISO 9001 Vision technical standard, a recognition of quality granted by DNV Certification, to add to the CE-Liège and HACCP accreditations already attained by the company.

Amorim Cork Italia is the first Italian company to attain this certification, which presented an opportunity not only to revise and perfect its Quality Policy and employee performance with regard to environmental, sanitary and safety standards, but also to reinforce the recognition of its products' quality guarantee on the market.

In order to meet BRC-IOP requirements, Amorim Cork Italia implemented a quality control and safety system in each stage of production and provided technical training for its staff in line with the rules established by the project.

This standard, which is a hallmark of quality particularly in Anglo-Saxon countries, was developed in order to assist producers and retailers associated with the food industry in the fulfilment of their legal obligations, its ultimate goal being consumer protection.



## Wine from another perspective



Didier-Michel is a French specialist who is well known to the wine and cork world. His research studies on the chromatographic and aesthetic components of wine can be found in his book "Empreintes de Vins", recently awarded the "EDMOND DE ROTHSCHILD 2007" prize (a yearly prize with a 10-year history in France awarded to the best book published on the subject of wine).

Didier gave a prominent position in his book to various Quinta Nova wines, performing a chromatographic analysis on them and reproducing the colours on paper and cork.

An innovative project and an unmissable book!  
(<http://www.didiermichel-chromaticien.com>)





# Alexandre Pons receives the Amorim Academy Grand Prix 2007 prize for his thesis “Recherche sur l’arôme de vieillissement prématuré des vins blancs secs” (Research into the premature ageing aroma of dry white wines)



Mr. Robert Tinlot (President of Amorim Academy), Mr. Joaquim Amorim (Vice-Chairman of the Amorim Group) and prize-winner Alexandre Pons.

The Amorim Academy recently awarded the Grand Prix 2007 prize to Alexandre Pons, in Bordeaux. Pons, 33, has a PhD in Oenology and is a student of Dr. Denis Dubourdiou at the Faculty of Oenology of the University Bordeaux 2.

The main subject of his thesis is the sotolon, one of the main volatile components responsible for the reduction of the aroma of dry white wines.

Pons studied the mechanisms of sotolon formation in dry white wines and the evolution of their concentration during bottle storage. This approach enabled him to identify a precursor of the sotolon and determine the factors which influence its appearance in wines.

The researcher also demonstrated how the addition, at the time of bottling, of ascorbic acid to a dry white wine sealed using a stopper with low permeability to oxygen significantly prevents the effects of premature ageing of these aromas during storage. This last demonstration constitutes an important contribution to the debate regarding wine sealing methods and proves the superiority of cork, the low permeability to oxygen of which was proven by Dr. Paulo Lopes, winner of the Amorim Academy Grand Prix prize in 2006.

The award ceremony was complemented by a debate among professionals from Bordeaux on a current issue: “Sustainable development and the vineyards of Bordeaux – conditioning factors and advantages”.

The Amorim Academy has awarded oenological research support grants since 1992, encouraging the expansion of knowledge in the wine-producing industry on a wide range of levels, such as economic, sociological or legal.

The prize-winning papers are available at [www.academie-amorim.com](http://www.academie-amorim.com)

\* “Sustainable development and the vineyards of Bordeaux: conditioning factors and advantages” - debate moderated by Michel Bettane, journalist, with: Muriel Barthe, Director of the technical department of the CIVB (Interprofessional Council for Bordeaux Wines); Denis Dubourdiou, Professor of Oenology – Bordeaux 2 University; Bernard Farges, President of the Bordeaux and Bordeaux Supérieur AOC Wine Syndicate; Jocelyn Perard, President of the UNESCO Chair for Wine and Culture and Climatologist; Philippe Roudié, Geographer, Professor Emeritus at Michel Montaigne University – Bordeaux 3; Robert Tinlot, President of Amorim Academy

# Surfaces 2008

## Las Vegas is won over by the most eco-friendly innovations

From 29 January to 1 February, Sands Expo & Convention Center in Las Vegas hosted Surfaces 2008, where Amorim Revestimentos caused a stir with its latest innovation in cork coverings - Acrodur®.

Large hanging banners with the Acrodur® logo and its environmental advantages attracted many visitors to the 75 m<sup>2</sup> stand. The eye-catching design of the stand using cork not only for the floor but also for lining the walls attracted even those who were just passing by.

Growing consumer awareness of environmental issues and increasing demand for eco-friendly products made this the ideal moment to introduce Acrodur®. With lectures on the reduction of our carbon footprint and the creation of programmes for the construction of healthier commercial spaces (such as LEED), Acrodur® received great interest from architects, designers, builders and other design professionals.

Even the press were curious about the product's revolutionary technology. Every day, Amorim Revestimentos received requests for more information about this new feature from countless publications.

It is also worth noting that some of Amorim Revestimentos' customers took their own resellers to the stand to show them the products available and the main advantages of Wicanders coverings, with a particular focus on the exclusive Wicanders surface finishes, namely Xtreme WRT and HPS.

Surfaces is by far the largest and most important floor covering trade fair in the USA. The fair brings together professionals



from every part of the sector, from retailers and manufacturers to installers and designers. With over 1000 exhibitors and around 50,000 attendees, it includes presentations on the latest trends for hard and soft surface flooring, accessories and sundries.

All of this made Surfaces an enormous success for Amorim Revestimentos, reinforcing its competitive and innovative position at the heart of the floor coverings industry.

# Amorim Revestimentos at Domotex 2008

## 20<sup>th</sup> edition a success

The 20th edition of Domotex, held in Hanover, Germany, from 12 to 15 January, enjoyed above-average success both in terms of the exhibitors and public, and the products displayed.

The Amorim Revestimentos stand also reflected this trend. The focus on ecological and environmental themes attracted widespread interest. In addition to the presentation of the technical development of the VINTAGE collection, with a width of only 14 cm, and the new veneers for the WICWOOD range, in particular Palisander, the main highlight was certainly the new water based acrylic binder, ACRODUR®. Our visitors rated it as "a real innovation with high value of benefit", confirming Amorim's established reputation as the market leader in cork-floorings.

The number of professionals attending and the quality of the products presented at Domotex reflect the increasing importance of the floor coverings industry. Domotex 2008 not only fulfilled all expectations and results from the previous year, but also surpassed them by a wide margin, as shown by the figures:



Hannover 2008	Hannover 2007
1,442 exhibitors	1,336 exhibitors
97,083 m <sup>2</sup> of presentation area	91,757 m <sup>2</sup> of presentation area
Over 47,000 visitors	43,538 visitors



# Amorim supports “Icons of Whisky Regional Event” in India



From left to right: Jos Remoaldo (Area Sales Manager, A&I) awarding the prize to Gaurav Bhatia (Head of Marketing, Moët Hennessy India)



From left to right: Damian Riley-Smith (Paragraph publishing); Bikram Basu (Head of Marketing, Pernod Ricard); Jos Remoaldo (Area Sales Manager, A&I)

In association with *Whisky Magazine*, Amorim sponsored the “Icons of Whisky (IOW) Regional Event”, which took place, for the first time ever, in India, one of the leading Whisky-producing countries and the world’s greatest consumer.

The contest took place in New Delhi on 19 January, and was attended by over 200 professionals in the sector.

Among the prize-winners, of particular note was the nomination of Dr. Vijay Mallya, Chairman of United Breweries Group, as Ambassador for the Indian Whisky Industry in 2007. Other

winners were Pernod Ricard India, which was awarded the title *Distiller of the Year* and Moët Hennessy, which won *Innovator of the Year*, both presented by Amorim.

The event is part of Amorim’s strategy to consolidate and promote its presence in a market undergoing marked economic growth shared by the wine and spirit sector, which represents interesting challenges and potential. To this end, negotiations have begun with the leading companies in the sector.

## CORTICEIRA AMORIM Sustainability Report wins prize in the Openness and Honesty category of the Corporate Register

## CORTICEIRA AMORIM ranks among the world’s best in terms of sustainability

The CORTICEIRA AMORIM Sustainability Report was awarded a prize by the Corporate Register as one of the top three companies in the world in the Openness and Honesty category.

Judged in a competition which set it against around 300 companies in 39 business areas from 40 countries, CORTICEIRA AMORIM was delighted to receive this international recognition of the transparency and openness of its Sustainable Development policy.

The Openness and Honesty Category is one of the most highly

regarded prizes in its area, awarded to reports which convey the reality of companies in the clearest and most trustworthy fashion. This is therefore a source of great pride, and yet another important step in the progress of the company, the world leader in cork production.

Corporateregister.com is the world’s largest online directory of Sustainability Reports. 2000 companies with Sustainability Reports considered relevant were invited to take part in the competition.

The press release for this topic can be accessed at: [www.corticeiraamorim.com](http://www.corticeiraamorim.com)



# Amorim Revestimentos at EuroShop 2008



Euroshop 2008 – The Global Retail Trade Fair was held in Düsseldorf, Germany, from 23 to 27 February and was attended by over 100 thousand specialists.

Amorim Revestimentos' 80 m<sup>2</sup> stand showcased the premium brand Wicanders, with the products Wicanders WRT and Wicanders HPS, which gained the approval of the high number of visitors.

This is the world's most important event for retail trade and associated partners. The favourable economic climate suggested a greater disposition towards investment, which did indeed turn out to be the case, as throughout the five-day duration of Euroshop 2008 numerous contacts with new clients were established and profitable deals were struck.

The next edition of EuroShop will take place between 26 February and 2 March 2011.

## Quinta Nova relaunches unoaked wine

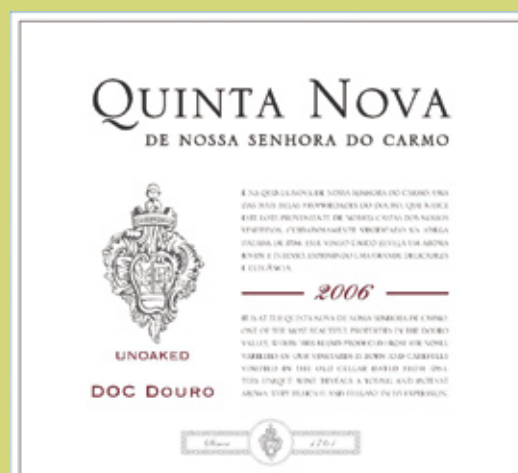
Quinta Nova de Nossa Senhora do Carmo relaunches Quinta Nova Tinto, now with greater aromatic intensity and elegance, as well as substantial oenological improvements.

The company decided not to launch the 2005 vintage, in order to better plan work in 2006. The choice included a careful selection of varieties between 25 and 30 years old, with high exposure to the sun, split equally between Touriga Nacional, Touriga Franca and Tinta Roriz. As well as being unusual for wines to be aged exclusively in stainless steel in the Douro region, it is also uncommon for wines in this price range (RRP of around 8€) to consist of 66% Touriga Nacional and Touriga Franca.

The wine was produced with extreme care, as if it were a top-of-the-range wine, in order to preserve all of the primary aromas.

Intended for consumers seeking a fresh, youthful wine, its beauty is concentrated in the flavour, remarkable for its pure expression of a vintage and varieties which best define the Quinta Nova *terroir*.

Other additions to the portfolio since February include the 3 Pomares vintages: the 2007 White, the 2007 Rosé, and the 2006 Red.



# Amorim Cork goes to Broadway!

## The world's first wine-tasting musical, with 5000 natural cork stoppers



Cast of "Wine Lovers – the Musical" next to the set, made of Amorim natural cork stoppers

In August 2007, Amorim Cork America received an invitation from Michael Green, a distinguished New York consultant for Gourmet Magazine and renowned wine specialist, to supply 5000 natural cork stoppers for his show "Wine Lovers – The Musical", to be staged on Broadway.

"At first, we thought it was a strange request. Why does a Broadway show need 5000 cork stoppers? But when they explained how the corks would be a part of the set and the theme of the show, how could we refuse?" – said Daryl Eklund, General Manager of Amorim Cork America.

Billed as the world's first wine-tasting musical, "Wine Lovers

- The Musical" made its mark as a unique interactive experience, allowing the audience to taste six excellent wines, while learning about the pleasure of savouring them. The show revolves around the story of two students and their desire to learn more about the world of wine, with the help of a teacher obsessed with the topic.

"The cork stoppers gave the show a fabulous atmosphere", commented Julian Brizzi, the show's director. "When we think of romance, history and the ritual of wine, the natural cork stopper is one of the first things we think of!"

**AMORIM INVESTIMENTOS E PARTICIPAÇÕES, S.G.P.S., S.A.**

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