Year 34, no. 4



news

Lisbon Cruise Terminal unveils an innovative solution – combining concrete with cork



JAMES IRVINE

STOW IT

STOW IT, by James Irvine, is the latest addition to the MATERIA collection

Reinventing the shelf would never be an easy task. Doing it with cork and using a modular approach was even more challenging. 'STOW IT' must be useful and discreet and combines contemporary design with pure functionality. Down to the finest detail. In addition to supporting objects, the shelf also has an acoustic function. It reduces noise in meeting rooms or emptier rooms. As a single shelf or a set of shelves, 'STOW IT' always fits in well. The objects we use in our everyday lives have a direct impact on appearances, routines and can generate hidden inertias. We often don't realise how such objects could be much better if we paid them a little bit of attention. With 'STOW IT' we don't take that risk. It will never go unnoticed...



Amorim Cork Composites www.materia.amorim.com

METAMORPHOSIS



index

4

Lisbon cruise terminal with an innovative solution combinina concrete with cork

5

Interview with João Luís Carrilho da Graça

8

"Amorim Taster of the Year' is awarded to Piotr Pietras

7 MARES, the new Portuguese Vermouth sealed with Helix

Cork stoppers influence consumers' perception of wine quality

9

Cork stopper is a key element for exporting wine to the USA and China

10

Tate Modern is lined with cork in an installation designed by SUPERFLEX

12

Interview with Donald Thomas. NASA astronaut

13

New cork-based deck coatings for marine vessels

14

Wicanders presented an all-new product portfolio at Domotex

15

Presentation of the new collection Wood Essence

Reinforced commitment to Hydrocork, with the launch of the Wide range

16

Amorim Cork Ventures presents two new startups

17

Italy's national rugby team supports Amorim Cork Italia's Etico (Ethic) Project

Twee Jonge Gezellen's Tasting Room praised by Wallpaper

18

Quinta Nova wins "Luxury Hotel & Winery of the Year 2018"

Quinta Nova is "a hidden gem" – says Condé Nast Traveller

Quinta Nova presents Terroir Blend Reserva

19

Grand tasting and vertical tasting | 10 years of Grande Reserva

Quinta Nova Grande Reserva 2015: ranked amongst Portugal's finest wines

20 Cork. more than a detail!

editorial

Throughout its history, the cork industry has wisely expanded the potential of this unique raw material, on the basis of three fundamental pillars. Without necessarily listing them in order of importance, the first is the "Eco" pillar – due to the fact that cork is a natural, renewable, recyclable material, which guarantees the sustainability of a complex ecosystem that has a high environmental, social and economic impact. The second is the "sensory" pillar - associated with cork's impact on people in general, mainly based on its visual appearance, comfort, touch or smell, which has been expertly explored by the world of design. Third is the performance pillar – cork's value is essentially underpinned by its unique DNA and cellular structure, which gives it highly diverse and differentiating properties, including thermal and acoustic insulation, impermeability to liquids and gases, lightness, compressibility, high temperature resistance and resistance to friction. Cork's versatility – this complex web of attributes – is the starting point for the development of new materials and products, and enables it to be applied successfully in a wide range of different segments, including cork stoppers, the building industry, flooring solutions, aerospace, electrical transformers, footwear or furniture. This edition of Amorim News offers readers the opportunity to discover some of the most recent examples of cork's potential in new applications, that are expected to represent excellent business development opportunities in the near future.

This innovation capacity is based on three vectors: profound knowledge of cork as a raw material and the way that cork may be combined with other materials; expert mastery of technologies and production processes; and vast expertise and the capacity to foresee market needs. Taking advantage of the theme of this edition, development of new deck coatings for marine vessels, required a deeper understanding of this specific market, definition of the relevant attributes for the raw material, the tolerance intervals for each of the attributes, followed by rigorous validation of the methods used and certification process. It was only possible to meet this challenge because we have in-depth knowledge of cork and the way that it may be combined with other materials, and also because we have the technological capabilities and productive processes to develop new solutions. It is this ability to combine knowledge of the Market, Materials – cork or cork-based materials – and Technology, that enables us to detect new opportunities and make innovation happen. Looking ahead, identifying new materials and new technologies, even in areas that currently seem to be "foreign" to the cork industry, but that will enable us to leverage cork's attributes, rationalise its use and fulfil the mission of "valuing cork", is a path that will certainly open up a new range of opportunities, some of which can't even be imagined at present.

This is a bold path, but it's one that can only be pursued by leaders. Happy New Year!

João Pedro Azevedo CEO, Amorim Cork Composites



Technical credits Head office: Rua de Meladas n.º 380, 4536-902 Mozelos VFR; Property: Grupo Amorim; Coordination: Joana Martins; Text: ATREVIA; Publication: Grupo Amorim; Design and Electrobic Edition: ATREVIA; © Cover picture: Rita Burmester; Translation: English: Sombra Chinesa; German, Spanish, French: Expressão; Printing and Finishing: Lidergraf – Artes Gráficas, S.A.; Distribution: Iberomail Correio Internacional, Lda.; Packaging: Porenvel Distribuição, Comércio e Serviços, S.A. Periodicity: Quarterly; Print-run: 22 000 copies; Legal Deposit: 386409/15; Period: October to December 2017



Lisbon cruise terminal unveils an innovative solution – combining concrete with cork

Structural concrete developed by the architect Carrilho da Graça is 40% lighter than regular concrete



Presented in 2013 at the Monastery of Jerónimos, the Metamorphosis project challenged distinguished architects and designers to present new concepts using cork, aiming to generate results that may be applied in the real world over the medium or long term.

This objective was materialised in the recent Lisbon Cruise Terminal project, designed by the architect, João Luís Carrilho da Graca.

Carrilho da Graça returned to the Tejo riverfront with his new recently inaugurated work, once again presenting new materials, as he did with the Knowledge Pavilion, presented during Expo 1998. This time he added cork to the concrete. thereby satisfying the need for greater structural lightness.

The challenge of combining cork with concrete

During his involvement in the Metamorphosis project, curated by Experimentadesign, Carrilho da Graça developed a proposal for the Lisbon Cruise Terminal. After he learned that the weight of the project was excessive, due to its elevation, but knowing that this was extremely important for the building, he devised an innovative solution combining concrete with cork. which maintained its structural character.

The project was coordinated by Amorim Cork Composites, in partnership with Secil and Itecons. The result is a system of white concrete that incorporates cork. The cork is introduced by means of various granulated cork mixtures, of different dimensions, which thereby make it possible to decrease the mass of the material, while maintaining reactions between the concrete's various chemical elements, which retain their structural strength but are considerably lighter. Numerous lab tests and on-site tests were conducted to ensure the solution's viability.

An amazing end result

The project developed a lightweight concrete solution, which reduces the structure's overall weight, while maintaining the necessary level of resistance, thereby meeting the project's structural and architectural requirements. The new material also increased the building's comfort. due to cork's thermal insulation properties.

Now that the building is completed, its façade has a cork granulate texture - an effect achieved by wear and tear on the concrete's exterior surface. As a result, the new Lisbon Cruise Terminal is a powerful building, with a surprising aesthetic effect.



The Lisbon Cruise Terminal serves as an entry point and landmark for the city of Lisbon. Cork – a symbol of national identity - was ideally suited for this concept. As a key element of the building's external cladding the facades are made of a mixture of white concrete and cork - it makes an impressive statement, in the building's appearance and structure. As a result of this project, which is expected to receive over 500,000 tourists a year, Carrilho da Graça is increasingly one of the key architects involved in designing the new Lisbon.



Interview with João Luís Carrilho da Graça "I think that cork is extraordinary!"



The idea of using this innovative solution, combining cork and concrete, in the Lisbon Cruise Terminal was developed in the framework of the Metamorphosis project. Can you tell us a little about this project and how it had an impact on this decision?

The Metamorphosis project resulted from an invitation made by Experimentadesign to several architects and designers to think about new ways of using cork. Architects were asked to use cork in construction solutions, if possible. This challenge came at the same time that I was developing a project for the Cruise Terminal. In this case, the building's foundations had already been built, prior to the public tender in 2010, so we had studied the entire structure. The engineers working with me said that the foundations' load-bearing capacity had been exhausted and ideally the building's elevations should be made using a lightweight material. So I presented this challenge to Amorim, Secil and the University of Coimbra's Engineering Laboratory (Itecons), to study a new concrete solution that would incorporate as much cork as possible, to be lighter, while maintaining its structural character. This is an extremely innovative combination – the introduction of cork in concrete, and its associated resistance capacity. Concrete had already previously been used with cork, but for subsidiary tasks in the field of construction, such as fillers, and never with this kind of objective.

The main reason to use cork in this project was lightness?

Yes. Cork is very lightweight and, in this case, that's what I found particularly interesting. But from the moment that this solution was developed – which also has great insulating capacity and structural capacity of resistance – it has become possible to apply this material in a wide array of different situations.

AMORIM NEWS

What other aspects added value to this project?

When the solution combining concrete with cork was presented in the Cloister of the Monasterv of Jerónimos. in the framework of the Metamorphosis project, people touched the concrete and said that it would be wonderful for flooring. We usually think of concrete as something that is hard, which gives us a sense of a certain addressiveness and brutality. But concrete mixed with cork, if well treated, is softer than paint or normal plaster – which are hard materials. In other words, it's hard, but has a very pleasant surface consistency.

Why was it important to explore the visual effect of cork in this project?

The visual effect wasn't the main issue. Although, in the case of the Cruise Terminal, since we removed the concrete's surface layer, the cork appears beneath. This produces a certain roughness and an appearance that I like very much, almost similar to the look of *taipa* – raw earth used in traditional constructions. This concrete mixed with cork has advantages in comparison with almost all alternatives and I'm convinced that it will be used a great deal in the future.

How did you come up with the right formula to respond to this project's requirements?

With support from Itecons, the experience of Secil and very positive support from Amorim. As a result of these combined efforts, also with the assistance of the engineers of my team, we managed to achieve this result. "This is concrete mixed with cork. It's based on the addition of cork. This is structural concrete – which is 40% lighter than regular concrete and also has insulation functions – and yet continues to be structural concrete" Architect Carrilho da Graça





What is the potential of this new solution for the construction industry?

In the future, I'm thinking about using this concrete solution for construction of small buildings, because it delivers a high degree of insulation. Imagine a house made entirely of stone, except that the stone is actually concrete mixed with cork. Therefore, we have resistance capacity and insulation capacity in relation to the exterior – in the summer and winter. In addition, this concrete solution is very soft to the touch, due to the incorporation of a great amount of cork, and is 40% lighter than regular concrete.

My experience of buildings that are built entirely from concrete, normally, if the concrete is exposed, it is only on the exterior walls. This is the case of the Knowledge Pavilion, that was built for Expo'98. It began to be built 22 years ago and is still impeccable, to everyone's amazement. But the concrete is only visible on the exterior walls. Inside, there are interior walls that help insulate the building, and these walls house all the installations. It is very rare to encounter a building that has exposed concrete on the exterior walls and also on the interior walls. The possibility of using concrete mixed with cork allows us, for the first time, to have exposed concrete on the exterior and interior walls because the walls have great insulation capacity.

What other applications can also benefit from this new solution?

I have only thought about applications related to construction, but in addition to walls, it's possible to think about flooring and street furniture. For example, I can imagine street benches using this type of material, that should be very comfortable and much lighter.



Amongst other distinctive factors, your work is also recognized due to the uniqueness of the materials you use – such as white concrete used in the Knowledge Pavilion of Expo'98 – and now cork. Will you continue to use cork in your future projects?

I think that cork will tend to be used more and more, because it has unique characteristics. I was recently doing some research about the cork cell and it's quite amazing. We can leave a bit of cork under a stone weight for centuries and as soon as we remove it the cork progressively returns to its initial shape, which is truly astounding. No other natural material can achieve this and I also don't know of any artificial material. I think cork is extraordinary!

"There is an excellent reason for mixing concrete with cork - weight. When we submitted a project to the public tender, the supporting foundations were already in place and we always had to work on the basis of the existing geometry, that had to support the structure. When we were developing the execution project, the engineers said that the facades had to be light" Architect Carrilho da Graca



"Amorim Taster of the Year" is awarded to Piotr Pietras

Piotr Pietras, Head sommelier at Launceston Place in London, has received the annual "Amorim Taster of the Year" award. He is one of the limited number of five sommeliers nominated as a Master Sommelier this year, a group that has fewer than 250 professionals worldwide.

The award is given to the candidate with the best performance, in a 3-day test that certifies tasting abilities. Having worked as a wine expert for six years, Piotr Pietras began his career at the Sheraton Poznan Hotel in Poland, and was nominated as Poland's Best Sommelier over the last two years. Among other prizes, he won second place in Europe's Best Sommelier competition.

7 MARES – the new Portuguese Vermouth sealed with Helix

After decades without any production, Portugal has its own vermouth once again. This new edition is presented with the innovative Helix sealing solution, that allies a glass bottle with a cork stopper, with ergonomic design, dispensing with the need for a corkscrew.

The 7 MARES vermouth is inspired by Portuguese travels around the world, during the Discoveries era and in the modern age – where it's possible to find Portuguese people anywhere in the world. Made using selected wines, natural products and craft techniques, 7 MARES proposes a journey through the Portuguese universe: the sea, sun, mountains, travel and discovery. This vermouth should be drunk neat (or only with ice), to appreciate the subtlety of its aroma, or in sophisticated cocktails – as a way to exploit its versatility.



Cork stoppers influence consumers' perception of wine quality

A scientific experiment, conducted by the University of Oxford, considering the same wine, revealed a 15% added value associated with natural cork stoppers, as compared to screwcaps

The University of Oxford and APCOR presented the results of a pioneering study conducted in London, in which participants considered that wine had better quality (+ 15%) after hearing the sound of the removal of a cork stopper when a wine bottle was opened.

These findings were the result of an innovative sensory experience. Each participant tasted two identical wines and assigned a numerical score, while listening to the sound of a cork being removed from the bottle or the sound of an aluminium screwcap being twisted open. The participants were then asked to open the bottles and classify them again. On the basis of this experiment, it was possible to conclude that a wine sealed with a cork was rated as more appropriate for a celebration (+20%) and more inciting of a celebratory mood (+16%).

"Our senses are intrinsically linked – what we hear, see and feel has a huge effect on what we taste. The sound and sight of a cork being popped sets our expectations before the wine has even touched our lips, and these expectations then anchor our subsequent tasting experience. These results emphasise the importance of closures for wine, and the clear association between cork and quality in our subconscious", states Charles Spence, who coordinated the study by the British university.



Cork stopper is a key element for exporting wine to the USA and China

A wine sealed with a cork stopper meets the expectations of American consumers, who identify the seal as a decisive factor in their purchase decisions.

According to the consultant AC Nielsen, between 2010 and 2017 there was a 43% increase in the sale of cork-sealed wines in the USA, versus a 16% increase over the same period for wines sealed with artificial closure.

At the same time, the "Wine Opinions" study identified the role of cork stoppers in the perception of wine quality by American consumers: 97% of these consumers associate cork stoppers with high and very high quality wines. This preference also influences consumers' valuation of wines - since they are willing to pay an extra \$3.87 for a cork-sealed wine.

Also in the US market, and according to Nielsen data, 72% of the Top 100 premium wines are sealed with cork stoppers. In another key wine market – China – 95 of the 100 best-selling wines – 65% of Chinese wines and 35% of imported wines – are sealed with cork stoppers.

Phenomenon of premiumisation in the USA

During the "Wine Export" workshop, organised by several Spanish institutions, in partnership with Apcor, Mike Weseth, editor of the "The Wine Economist" blog, special emphasis was placed on a rapidly growing phenomenon in the USA – premiumisation.

Consumers are increasingly interested in higher priced wines, which recorded increased sales over the last year (for example, + 9.6% for wines priced between \$15 and \$19.99, and + 8.6% for wines priced \$20 or more), while lower-priced wines are losing market share.

Rebecca Bleibaum, an expert on studies of consumer habits, presented a profile of wine connoisseurs, which correspond to only 14% of the total population. For these consumers, price is the most important factor in purchase decisions (38%), followed by the type of closure (31%) and the origin of the wine (24%). In the segment of wines retailing at more than US \$16, the type of seal is even more important in the purchase decision (38%), with natural cork identified as the preferred option.

Dorian Tang, educational director of ASC Fine Wines, China's biggest wine importer, explains that in terms of market share in the alcoholic beverages market, wine imports represent 0.8% of the total Chinese market, but recorded 22.2% growth between 2015 and 2016.

There are 48 million middle-class Chinese consumers who purchase imported wines and tend to select premium wines.

96.8% of Chinese consumers consider cork to be beneficial to wine quality, associating it with high quality wines.



Tate Modern is lined with cork in an installation designed by SUPERFLEX

Visitors to the "Hyundai Commission: SUPERFLEX: One, Two, Three Swing!" will be able to walk over a colossal cork application, as an integral part of an installation presented in the Tate Modern – one of the world's most respected contemporary art institutions. In this installation, on display until 2 April, 2018, over 5,000 m² of an innovative cork composite have been applied to the floor of Turbine hall – an iconic space within the Tate Modern, designed for large-scale projects.



"Cork has a function which is important here, it works as an elastic floor. When you have the swings, you need a surface that is soft. Above all it's an organic material instead of a plastic material. It serves a purpose, it serves a function. At the same time, it's also soft. The swings are also made of cork". Bjørnstjerne Christiansen (SUPERFLEX)



"Central to SUPERFLEX's installation One Two Three Swing! is a forest of swings that sit on a stunning cork wall to wall floor. Inspired by its unique natural properties, aroma, colour and use as an impact approved surface the artists were compelled to use this stunning material in a new and exciting way on a scale never explored before. Amorim we thank you for helping us realise this year's Turbine hall installation for the thousands of visitors that will enjoy it over its life time here at Tate Modern". Synthia Griffin (curator – Regeneration & Community Partnerships)



The challenge posed to Corticeira Amorim triggered the development of a new cork composite that, unlike previously tested materials, can meet extremely demanding and specific requirements in terms of large-scale impact absorption [predicting falls from a height of 2-3 metres] and resistance to wear and tear [last vear's edition, also held in Turbine Hall, received around 3 million visitors).

The new cork composite is based on an unprecedented combination of natural colour, expanded cork granules, conceived respecting other requirements of the project, especially in terms of dimensional stability, waterproofing and resistance to natural sunlight. In addition to extending throughout Turbine hall. cork is used outside the Tate Modern, and has also been selected for the seats of the swings - a key element of this exhibition concept, presented by SUPERFLEX.



Largest ever cork installation to be presented in the UK

This is the largest ever cork installation to be presented in the UK. The work is led by SUPERFLEX, a Danish collective that has become internationally renowned for its interests in urban spaces and the way that art can be used to question society's authenticity.



Selection of cork for the 3rd edition of the Hvundai Commission was inspired and mediated by KWY, a multidisciplinary research platform that combines architects, curators and creative artists from various fields. in the conception and support for development and implementation of the project.

Since the Tate Modern opened in 2000, Turbine hall has hosted some of the world's most memorable and acclaimed works of contemporary art, which have been seen by millions of visitors. The way artists have interpreted this vast industrial space has revolutionized public perceptions of contemporary art in the 21st century.

"The motivation of our R&D teams and the expertise with the material were key to promptly provide the development of a new typology of cork.

After the Serpentine Gallery Pavilion and the Victoria & Albert Museum. we're extremely proud to see that cork is once again plaving a crucial role in a major cultural event in the UK. this time in the Tate Modern".

António Rios de Amorim (Chairman and CEO of Corticeira Amorim)



"Cork ... don't leave Planet Earth without it!"

Donald Thomas, NASA astronaut, talks about the benefits of cork for the aerospace industry, his experience and contribution to the success of several space missions and how he envisages space exploration over the next decade.

Corticeira Amorim has been a technological partner of NASA since the dawn of space exploration. How does it feel to be part of this legacy?

I am extremely proud to have had the opportunity to be part of my country's space programme, including the magnificent opportunity to fly the Space Shuttle on four occasions. And knowing that Corticeira Amorim played such a fundamental role in the thermal protection system of the solid fuel boosters makes me feel very grateful to Amorim's amazing team. The work they have done in the past caring for astronauts' safety is greatly appreciated by all the teams that flew with the Space Shuttle during its 30+ year programme. Looking ahead, NASA has been testing the next generation of launch vehicles – the Space Launch System – which will have the ability to send astronauts to the Moon and Mars, and will continue to rely on Amorim's aerospace thermal protection system.

"Corticeira Amorim played a key role in thermal protection."

With the imminent colonisation of Mars and deep space exploration over the coming decades, how do you think your experience as an astronaut has contributed to this moment?

Although the Space Shuttle and the International Space Programmes have been exclusively focused on orbital missions around Earth. what we have learned and the experience gained will be a huge help when we journey to Mars and explore deep space. In the space business there is a muchused phrase "We stand on the shoulders of giants", which means that the current generation of engineers, scientists and astronauts base their work on the knowledge of those who came before us. And just as the Space Shuttle Programme stood on the shoulders of the Apollo Programme, our Space Launch System Programme will stand on the shoulders of the Space Shuttle and the ISS. If we continue this way, future generations will literally be able to reach the stars.

From your viewpoint and experience, what will be the aerospace industry's key needs over the next decade?

I think that over the next decade we will witness the development of commercial space travel. In the past, only very wealthy people have had the possibility of purchasing flights into space, but with the proliferation of commercial space companies, such as SpaceX, Blue Origin, Virgin Galactic and many others, I expect that in the future there will be many possibilities for citizens to travel to space. I'm excited about the possibility of commercial space travel, which will give many people the opportunity to see the amazing beauty of the planet we live in – as I have seen it. About 550 people have flown into space to



date and almost all of them returned to Earth with the strong notion of how fragile our planet is, and how we all have a responsibility to take better care of the Earth.

"Future generations will literally be able to reach the stars."

Cork is an integral part of this new development. How do you see the future of cork in the space industry?

Just as cork has been an important component of the thermal protection system of almost every rocket launched from Earth, I predict that there will be similar applications for cork when we visit other planets and moons in our solar system and eventually launch rockets from their surfaces back to Earth. Cork ... don't leave Planet Earth without it!



About Donald Thomas

Don Thomas is an astronaut, scientist, professional speaker, educator, and author of Orbit of Discovery about his STS-70 mission aboard space shuttle Discovery. A veteran of four flights, Don has spent 44 days in space and orbited the Earth nearly 700 times. Today, Don is helping to inform and excite the public about our future in space and preparing our next generation of scientists, engineers, and explorers for their missions in the future.



New cork-based deck coatings for marine vessels

Amorim Cork Composites' high-performance solutions reinforce the company's positioning as a leading international supplier of technologicallyadvanced cork composites for a wide array of different industries.

At the forefront of the development of new cork solutions, Amorim Cork Composites has recently launched two new state-of-the-art cork composites specially designed to meet the needs of the shipping industry. The new materials for coating decks of ships combine functionality and aesthetic versatility, together with a 100% natural, reusable and recyclable material. ACM49, a rubber cork composite, was developed for professional and recreational marine vessels, swimming pool platforms, pontoons and wellness centres.

ACM94 is specially designed to be used as a deck coating on luxury ships, platforms and swimming pools. The combination of cork with different rubbers specifically selected for this purpose, delivers key advantages, namely a durable and non-slip surface, a pleasing aesthetic, while still being easy to maintain and clean.

In addition to their extraordinary adhesion, the new materials from Amorim Cork Composites have tremendous aesthetic versatility and provide great comfort, due to cork's haptic properties, which guarantees softness to the touch, even in very warm weather.

The new materials – ACM49 and ACM94 – constitute an advantageous alternative to more traditional hardwood and synthetic solutions, since – in addition to the materials' ecological characteristics and technical performance – they have a simplified production and customization process, and are simple to install, with easy maintenance.



Wicanders presented an all-new product portfolio at Domotex

Wicanders – Amorim Revestimentos' premium flooring brand – attended Domotex, the sector's main trade fair that takes place annually in Germany, and presented many innovations, with special emphasis on complete renovation of the brand's portfolio. In its 150th anniversary, Wicanders – which provides a full range of cork flooring solutions – reinforced its commitment to Hydrocork and the Wood Essence collection. Reorganization of Amorim Revestimentos' different product ranges resulted from a strategic reflection, based on an in-depth market study, that identified the need to bring the brand closer to its target audience, in terms of industry professionals and end consumers. As a result, the communication of the Wicanders brand revolves around three pillars: well-being, cork and history.

"Well-being" is the brand's main goal - a benefit that is independent of the type of space in which its products are applied. The brand's value offer is designed for any kind of private or commercial area, and invites a healthy interaction, "carefree living", taking advantage of the benefits associated with Wicanders' flooring solutions.

"Cork" is the soul of the brand and its products, both in terms of its sustainable character and the added value associated with its use.

The third pillar – "History" – reinforces the brand's emotional connection, which is reinforced by the fact that it is owned by a family company, that has been trading for over a century and has accumulated expertise over several generations, standing out in a market of otherwise anonymous players.

Refocusing the brand on the customer has resulted in restructuring of the brand's portfolio, in line with the normal process of selection of a flooring solution, that is orientated by the product's visual appearance. Thus, Cork, Wood and Stone emerges as the first level of choice within the portfolio, complemented by a subdivision related to these products' characteristics (in terms of level of use, resistance, price etc.).





Presentation of the new collection Wood Essence

Wicanders' presence in Domotex was also marked by the launch of the brand's new Wood Essence collection which, as a result of a €2M investment in state-ofthe-art digital printing technologies, enables a significant upgrade of the printing resolution – to 1000 dpi's. The result of this reinforced commitment to digital printing is a collection that incorporates 14 new looks, which faithfully reproduces wood visuals, with an unprecedented level of realism.

The collection is presented in a long board format (1830x185x11,5mm), with a variation of colours, from natural tones to washed tones. The collection focuses on sustainability, since the floor's visual is printed directly on the cork, without requiring the use of PVCs or similar products.



Reinforced commitment to Hydrocork, with the launch of the Wide range

In parallel with this reorganization, the Wicanders brand continues to be differentiated in terms of its innovation and great dynamism in the presentation of new solutions to the market. In this context, Amorim Revestimentos is investing €12M to significantly increase the production capacity of its low thickness waterproof flooring solutions.

As a result of this investment, Wicanders presented the Hydrocork Wide collection in this edition of Domotex. While maintaining the product's well-known characteristics, such as low thickness, easy installation and being waterproof, this collection introduces new dimensions – 1225x195x6 mm – which accompany latest market trends and consumer preference for wider boards.



hydracork

Amorim Cork Ventures presents two new *startups*



YogurtNest is an ecological and multifunctional yoghurt maker

With support from Amorim Cork Ventures, the startup PrimaLynx – Sustainable Solutions, Lda, run by the entrepreneur Miguel Leal, has launched YogurtNest – an ecological and multifunctional yoghurt maker produced in Portugal using sustainable materials, such as cork and cotton. YogurtNest dispenses with the need for thousands of plastic packaging units. Making yoghurt becomes fast and easy, and also offers significant savings compared to conventional yoghurts.

YogurtNest allows consumers to prepare yoghurts in only six hours, with no need for electricity. In a four-person household, it is estimated that the product will dispense with the need to produce 2000 packages of 125ml yoghurts during one year, with an associated saving of €300. This amount is significantly higher for vegetablebased yoghurts. This innovative yoghurt maker is a multifunctional tool. It can also be used as a slow cooker – to cook rice, pasta, soups and stews – and can be used during a picnic or camping trip. In addition to these core functions, with cork as its main raw material, the yoghurt maker can also be used as a thermal bag, since cork is a good ally in preserving temperatures.

YogurtNest can be purchased via the brand's website – www.yogurtnest. com – and in innumerable multibrand stores of natural products, around Portugal.



Grõwancork applies cork in commercial refrigeration equipment

Gröwancork - the startup from the business incubator Amorim Cork Ventures, led by the entrepreneurs Filipe Guimarães, Domingos Silva and Pedro Rodrigues – aims to revolutionise the commercial refrigeration industry with an innovative cork solution. The EIC – Easy Insulation Cork solution – is based on a chassis made of expanded cork agglomerate coated with sheet metal that can be applied in refrigeration equipment, as an ecological alternative to injected polyurethane.

Due to its composition, EIC offers many advantages over standard products, especially in environmental terms, since the type of cork used is rigorously 100% natural, recyclable, doesn't require refrigeration equipment producers to invest in moulds (necessary for injection procedures), and maintains the same technical and dimensional characteristics over several decades - contrary to standard insulation solutions used. The latter characteristic means that Gröwancork's solutions offer energy gains in comparison with traditional insulation solutions, which will become more relevant year after year.

And, notwithstanding the fact that this startup only recently began trading, the EIC solution is already incorporated into leading organisations, such as: Galeries Lafayette, Akiko, E.Leclerc, Carrefour, Airbus, amongst others.

The refrigeration market now has a definitive insulation solution, since it is 100% ecological and infinitely recyclable, and its application does not require any legislative change, since it meets the most stringent environmental sustainability criteria.





Italy's national rugby team supports Amorim Cork Italia's Etico project

Etico (Ethic) is the programme developed by Amorim Cork Italia for recycling cork stoppers. Recently, in the framework of this initiative. and with the objective of collecting used cork stoppers for fund raising purposes, 90 youth rugby teams became involved in this initiative, with the funds to be donated to an institution that supports children suffering from psychological problems.

Impressed by the scope of the project, the Italian Rugby Federation decided to become involved and encouraged several of its players to promote the Etico project in their social networks. As a prize, prior to the rugby match between Italy and South Africa, on 25 November, the youth teams which had collected the most corks received 150 tickets from the Credit Agricole bank – one of the project's partners.



Twee Jonge Gezellen's Tasting Room praised by Wallpaper

The South African winery, a client of Corticeira Amorim, used numerous cork solutions in its newly opened space.

Twee Jonge Gezellen is a renowned South African wine producer, that is widely acclaimed for Krone – a classic wine from the Cape region. The winery, a client of Corticeira Amorim, was one of the first companies to adopt the Helix packaging solution for the range of Krone wines, benefiting from the solution's impeccable sustainability and convenience credentials.

Aware of cork's potential and added value for interior design, Twee Jonge Gezellen has recently selected a collection of cork furniture and a Dekwall cork flooring for its new Tasting Room, open to the general public. The project, designed by the architect Rick Stander and interior designer Tracy Lynch, was developed over a 2-year period and featured prominently in the renowned Wallpaper magazine, which heaped praises on the new Krone Tasting Room. As Wallpaper stated in its description of Twee Jonge Gezellen's latest facility, this is a privileged space to look "out over the valley with a glass of one of the best vintage-only bubbles South Africa has to offer."



Quinta Nova wins "Luxury Hotel & Winery of the Year 2018" award

Quinta Nova's premium wine tourism service was recognized by the Luxury Travel Guide, which awarded it the Luxury Hotel & Winery of the Year 2018 award.

The English guide recognizes the best offer in each of the categories in the luxury segment, with a readership of more than half a million people around the world. This is the third consecutive year that Quinta Nova has been distinguished by a reference guide. The award values the project at its core: the perfect marriage between the world of wine and wine tourism.



Traveller

Quinta Nova is "a hidden gem" – says Condé Nast Traveller

In the special edition of its 20th anniversary, the British magazine Condé Nast Traveller highlighted Quinta Nova Nossa Senhora do Carmo as the "hidden gem" of wine tourism.

In its "Most Wanted" section, the luxury travel and lifestyle publication, stated: "Deep in Portugal's Douro Valley lies stunning the luxury winery house Quinta Nova. Panoramic views, exceptional cuisine, gorgeous guest bedrooms and, of course, fine wines are just some of the features that make Quinta Nova worth seeking out".

Quinta Nova has been affirmed as a reference in wine tourism in Portugal, and among many other accolades and awards has already been distinguished by American Airlines as one of the world's must-see wineries and by the Financial Times as the estate with the finest gastronomy in the Douro region.



Quinta Nova presents Terroir Blend Reserva

Quinta Nova de Nossa Senhora do Carmo has launched a new wine – Reserva Terroir Blend. With a carefully conceived image, this new wine has a surprising level of purity and intense colour, as a result of a superb vintage, which brings consumers closer to nature, and to the Alto Douro region's immense vineyards and rugged terraced landscapes.

A 2015 vintage red wine that results from a unique blend, developed over 21 months, that conveys the essence and character of the Alto Douro region's vineyards. For Quinta Nova, creating a wine is about creating a story and Terroir Blend Reserva 2015 will be another wine to surprise the most demanding palates.







Grand tasting and vertical tasting | 10 Years of Grande Reserva

The Amorim family marked Quinta Nova of Nossa Senhora do Carmo's 18th anniversary with the organisation of a great vertical tasting of 10 Years of the Grande Reserva, and launch of their topof-the-range wines from the 2015 vintage, in Lisbon and Porto.

The 10-year vertical tasting – the 2005, 2006, 2007, 2008, 2009, 2011, 2012 and 2013 vintages – confirmed the consistency and high quality of this range, in two events involving clients from all over Portugal. Two special moments, to be repeated!

Quinta Nova Grande Reserva 2015: ranked amongst Portugal's finest wines

Quinta Nova Grande Reserva Tinto 2015 was one of three finalists in the blind-tasting competition of the 5th Great Choices Competition – an initiative of the Grandes Escolhas magazine that included over 400 wines and a panel of 50 jurors, including journalists, bloggers and wine experts.

The magazine ranked the wine as one of the four best in the competition, with 19/20pts, in a tasting event entitled "Douro de Excelência", including 62 premium Douro wines. The Revista de Vinhos magazine accompanied these awards by nominating the Quinta Nova Grande Reserva Tinto 2015 as one of Portugal's 12 finest wines, in an event that included 189 premium wines from around Portugal. This distinction was shared with Mirabilis Grande Reserva Tinto 2015.



It is important to note that this awardwinning Grande Reserva – a classic Quinta Nova wine produced with 25% Old Vines and 75% Touriga Nacional – was rated by the US critic Mark Squires (e.Robert Parker) with 94-96 / 100 points, when it was first launched in the market in early October.

Other recent awards for other Quinta Nova wines:

Quinta Nova Rosé 2016

- 91/100 pts, by e.Robert Parker
- · 16,5/20 pts, by João Paulo Martins

Quinta Nova Terroir Blend Reserva Tinto 2015

- 91-93/100 pts, by e.Robert Parker
- · 17/20 pts, by João Paulo Martins
- · 17/20 pts, by Revista de Vinhos

Quinta Nova Referência Grande Reserva Tinto 2015

- · 94-96/100 pts, by e.Robert Parker
- · 18/20 pts, by Revista de Vinhos

Mirabilis Grande Reserva Branco 2016

- · 92-94/100 pts, by e.Robert Parker
- · 18/20 pts, by Revista de Vinhos
- 17,5/20 pts the Best of the Year (Whites), by João Paulo Martins

Mirabilis Grande Reserva Tinto 2015

- \cdot 94-96/100 pts, by e.Robert Parker
- \cdot 19/20 pts, by Fernando Melo
- \cdot 18,5/20 pts, by Revista de Vinhos
- · 18/20 pts, by João Paulo Martins

Quinta Nova LBV Porto 2013

- 90/100 pts, by e.Robert Parker
- · 17/20 pts the Best of the Year (LBV's), by João Paulo Martins
- (LDV S), DY JOAO PAULO IMALILIS

Quinta Nova Vintage Porto 2015

 \cdot 94/100 pts, by Wine Spectator

Cork, it's more than a detail!



Value of 2016 sales of UK wines under cork increased 17% vs only 9% for artificial closures

... and in volume

48% Growt

Growth since 2015 for wines sealed with cork in the UK on trade (10% for artificial closures). CGA, July 2017

43%

Case sales increase in the USA (2010-2017) vs 16% for wines with artificial closures (2010-2017). CGA, July 2017

7 out of 10 bottles are closed every year with cork

96%

of China's top selling wines are sealed with natural cork. Nielsen, May 2017

89%

of Wine Spectator's Top 100 Wines are finished with natural cork. Wine Spectator, June 2017

72%

of the US Top 100 premium brands are sealed with cork. Nielsen, June 2017

Numbers speak for themselves! Trust the consumer choice.

