



NEWS

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MIRABILIS IS
THE FIRST
PORTUGUESE
WHITE WINE
TO BE RANKED
AMONGST
THE WORLD'S
FINEST

 helix

—

An unexpected
twist

—

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AMORIM



** Un twist inattendu*

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EDITORIAL

Helix® is the most important wine packaging innovation of the 21st century. When we talk about wine and its packaging, this inevitably implies talking about a cork stopper and a glass bottle, one of the most successful relationships between two raw materials, dating back to 18th century France.

Helix® is the fruit of a joint venture between two world leaders – OI and Corticeira Amorim. It delivers to the market an incredibly effective packaging solution, with an added convenience factor - the possibility of removing the cork from the bottle without the need for a corkscrew, while facilitating its reinsertion.

Released in the penultimate edition of Vinexpo, widely considered to be the world's leading wine fair, Helix® has already been adopted by 24 wine brands in seven countries, and is now being launched in the United States.

The recently announced partnership with Bronco uses Helix® for the first time in a US wine brand – Red Truck. The US is the world's largest wine market and this new development therefore creates major growth potential for the Helix® solution. Bronco is one of the five largest wineries in the USA, which provides Helix® with a new potential level of market penetration, aligned with the innovation nature of this solution.

The market has been quick to recognize the importance of Helix® – a packaging solution that provides an effective response to the needs of fast rotation wines. Maintaining the binomial relationship between the wine cork and a glass bottle, this new solution ensures the full technical credentials, sustainability and premium value of cork, with the added value of convenience – an important requirement in contemporary society.

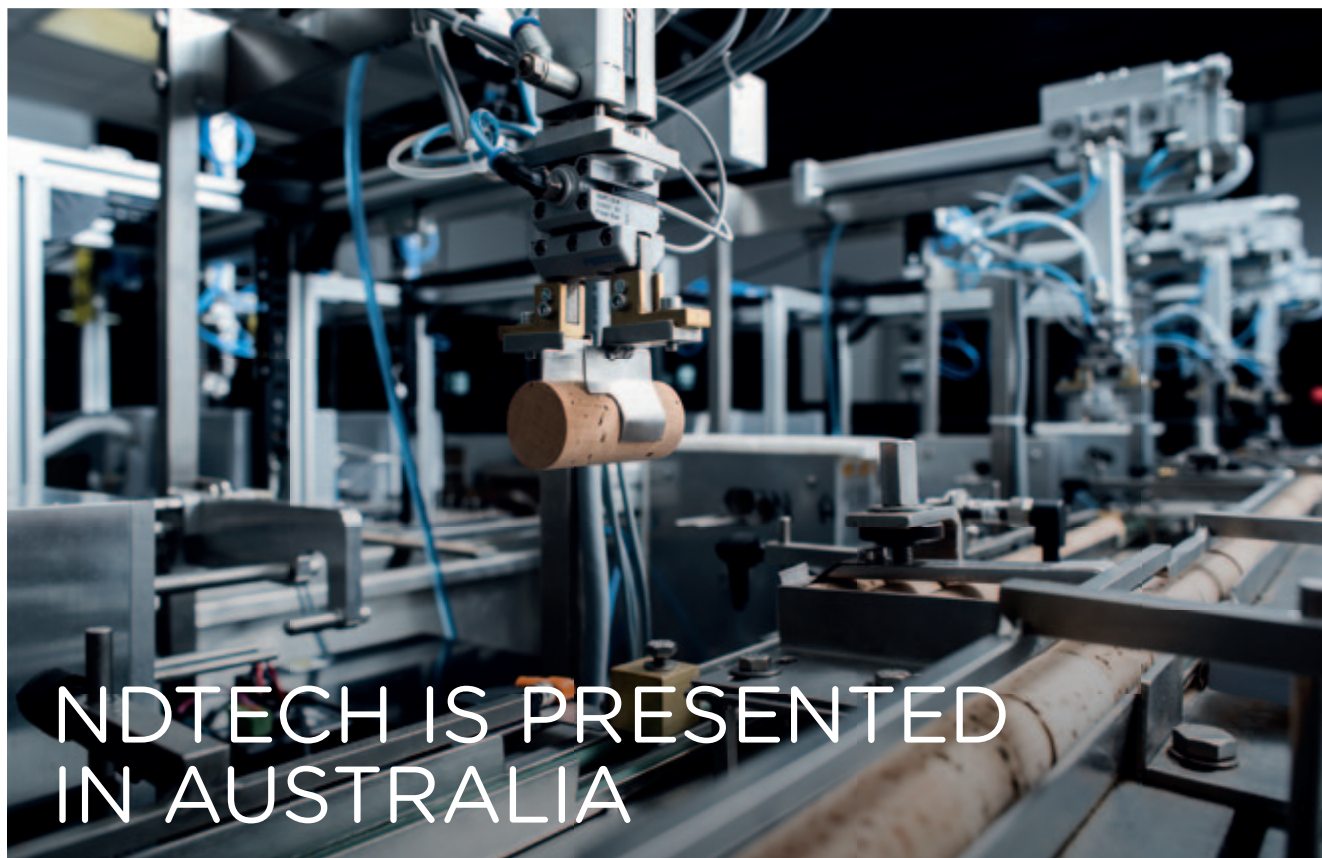
Helix® is truly a path-breaking solution, while preserving all the benefits that consumers recognize as being relevant in wine packaging, combining two natural materials (cork and glass) and the possibility to enjoy the wine drinking experience, beginning with the cherished "pop" sound, intrinsically linked to festive occasions. For wine producers, the solution has been developed to minimise adjustments in the production lines, thus facilitating its adoption.

We are aware that Helix® is still in its infancy, but recent market research in the US demonstrate that it is aligned with the expectations of American consumers, since 68% of Millennials surveyed have revealed that they are willing to pay more for the innovative nature of this solution. If we add to this indicator, increased bottling capacity in the US, Helix® obviously has major growth potential since it innovates in the use of a natural cork stopper, that is widely recognized as a sign of superior wine quality.

Cordial greetings,
Christophe Fouquet,
Co-CEO of Amorim & Irmãos



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NDtech technology – which positions Corticeira Amorim as the only cork producer in the world that is able to offer natural cork stoppers with a complete non-detectable TCA guarantee* – was recently presented in Australia, alongside the Australian Wine Industry Technical Conference & Trade Exhibition, the premier wine industry convention in this market.

Corticeira Amorim, via its local representative, Amorim Australasia, attended the 16th edition of this event, with an exhibition area, in which it presented this important new development to wine professionals and specialists from around the world. The event agenda also consisted of talks, with the participation of international and local speakers, and workshops that discussed strategic issues facing the wine industry, in particular natural cork stopper solutions and strategies to address markets with strong growth potential – such as the United States and China.

Held once every three years, the Wine Industry Technical Conference & Trade Exhibition took place in the city of Adelaide, and constitutes a very important networking space for the sector. Amorim Australasia also attended the most anticipated annual event in the Australian wine industry – Maurice O'Shea Dinner – organised in parallel with the convention, with the support of the Australia Producers Federation.

A few months after presenting the innovative NDtech technology, Corticeira Amorim was named as a finalist in Australia's Wine Industry Impact Awards, in the packaging category.

The technological performance of this system – which gives winemakers the possibility of conducting an individual analysis of natural cork stoppers and thereby offer a non-detectable TCA guarantee, as well as the credentials of excellence in production of natural cork stoppers – establishes Corticeira Amorim, as one of the favourites for receiving this prize, which will be announced in late October.

* releasable TCA content below the 0.5 ng/l quantification limit; analysis performed in accordance to ISO 20752



HELIX ENTERS THE US MARKET WITH THE BRONCO WINE COMPANY



Red Truck® is the first American wine brand to bring this innovative packaging concept to the market – the world's first cork stopper and glass bottle with an easy-to-open technology

The renowned American winery, Bronco Wine Company, one of the top 5 wine producers in this important market, has announced that wines under its Red Truck® brand will feature the innovative Helix packaging solution, developed by Amorim and O-I, the world leaders in cork and glass packaging, in response to a wine market convenience trend.

Presented in 2014, Helix has been broadly considered to be a genuine innovation in the wine packaging sector, given that it combines an ergonomically-designed stopper made from cork and a glass bottle with an internal thread in the neck, creating a high performing and sophisticated wine packaging solution for the fast turnaround wine segment. Helix combines all the benefits of cork and glass – quality, sustainability and premium image – with user-friendly, twist open, re-sealable convenience.

Red Truck®, in the USA, follows in the wake of more than two dozen brands of wine in Portugal, Spain, France, Italy, Austria and South Africa, which have adopted the Helix packaging solution and are available in different markets.

Commenting on this launch, Fred Franzia, Bronco's CEO, noted that, "Wine consumers in America have a growing understanding of the role quality cork and quality wine play in delivering their wine in a sustainable but yet premium format. At Bronco, we have been doing exactly that for many years, but with Helix and Red Truck®, the U.S. market will now have access to all that plus the convenience of an easy-opening and easy-to-reclose bottle. We are proud at Bronco to be the first winery in America to deliver this incredible innovation."

For Antonio Amorim, the President and CEO of Amorim Cork, "Fred Franzia has been an innovator for decades now and Bronco's leadership is again on display with Red Truck®, bringing U.S. consumers the most sustainable, technologically-advanced wine packaging innovation this side of the 21st century. Knowing Fred's unique understanding of consumers' preferences, we are certain that other wines using Helix will follow, enlarging Bronco's offering of convenient yet 100% sustainable glass and cork packaging."

According to Sergio Galindo, President of O-I North America, "Wine and quality glass packaging are intrinsically connected. Helix and Red Truck® bring to the U.S. a user-friendly, natural and sustainable packaging solution that offers consumers a new wine drinking experience."



'CORK CHALLENGE BARCELONA' RECEIVES APPLICATIONS FROM 23 COUNTRIES

Amorim Cork Ventures has already launched the 'Cork Challenge Barcelona', an international business accelerator, designed in partnership with Beta-i, which has already received a high number of applications, well above the initial forecasts.

This programme, which is taking place in Barcelona and runs until December 2016, comprises an eight-week business acceleration process.

Initially, around 70 applications were identified as a benchmark of success, but in fact 93 start-ups responded to the challenge and applied to this Cork Challenge, which proves the interest that cork currently engenders amongst different audiences and the relevance of having implemented the programme in Barcelona.

Amongst the total applications, 35% were from Portugal, and the remaining 65% from 23 different countries, as far away as Argentina, Brazil, Egypt, Ivory Coast, Singapore, Sweden or the Philippines, in addition to more natural markets, such as Spain, France or Italy.



CANADIAN CONSUMERS PREFER WINES SEALED WITH CORK STOPPERS



For Canadian consumers, the type of stoppers used in a wine bottle is a key indicator of quality, according to the latest study by the American Association of Wine Economists – conducted among about 600 people in the cities of Ontario and Quebec. The study also revealed that cork is seen as a sustainable material, which adds value to wine.

Analysing the relationship between the perception of sustainability and the choice of a bottle of wine, the study concluded that the type of packaging affects buying decision. The use of a cork stopper provides a 6% benefit in terms of wine purchasing decisions. By contrast, the use of screwcaps and plastic stoppers has a negative impact on purchasing decisions, of 2.5% and 2%, respectively.

As in earlier studies conducted in various other countries, the report also revealed that the type of sealant affects the perception of wine quality: consumers are willing to pay an extra 1 Canadian dollar, or 6.3%, for a cork-sealed wine, attaining an average value of \$ 15.53, in clear contrast with the use of alternative closures, which record lower average prices, ranging between 0.70 and 0.30 cents.

This recent report emphasises consumer preference for cork stoppers and its correlation with quality wines, combined with robust sustainability credentials, as well as preservation of the characteristics of the wine. For example, in a market such as China, where there is huge potential for industry growth, experts estimate that 90% of consumers prefer wines sealed with cork stoppers.



INSULATION CORK BOARD RECEIVES GREEN DOT AWARD IN MALAYSIA

Insulation Cork Board (ICB), from Amorim Isolamentos, has been awarded the Green Dot Award, due to its unique sustainability credentials, within the framework of Archidex 16, a leading international event for the sectors of architecture, construction and design interiors, that takes place every year in Malaysia.

ICB is a thermal insulation solution, acoustic and anti-vibration, which is 100% natural and presents an impeccable technical performance. The benefits associated with its use include the fact that it fosters indoor air quality (A +). In addition to these features, ICB is resistant to compression, is highly permeable to water vapour and does not liberate toxic gases in the event of fire. Designed for interior and exterior installation, this insulating solution, made of natural cork, offers the same performance throughout its life cycle, in contrast to other alternatives available.

Organised in parallel with the seventeenth edition of Archidex, the Green Dot Awards considered that cork is the most sustainable raw material of the new millennium, because of the advantages and benefits it presents to users and to the environment. The Green Dot Awards are decided by a panel of distinguished jurors responsible for analysing and distinguishing the best products in design, innovation, technology and sustainability.

AMORIM CORK COMPOSITES PROMOTES CORK IN INNOTRANS

Amorim Cork Composites attended one of the world's biggest railway industry events, Innotrans – the International Trade Fair for Transport Technology, from 20-23 September, in Berlin, where it presented the solutions developed for this sector.

The key advantages of ACC's cork applications for the transport sector include lightness, anti-vibrational properties and thermal and acoustic insulation. Regardless of the type of solution – whether for side panels, as a flooring system or for application in infrastructures - cork guarantees optimisation of weight: a key asset for reducing energy costs.





ILSE CRAWFORD, DESIGNER OF THE YEAR, PRESENTS A CORK INSTALLATION IN MAISON & OBJET

Each year, the Maison & Objet trade fair distinguishes the most respected names in the world of international interior design, and has highlighted their careers across the fair's different editions.

In 2016, the British designer, Ilse Crawford, was named Designer of the Year. She was invited to oversee the set design of one of the main spaces in Maison & Objet – one of the world's most important interior design events.

Ilse Crawford designed the space of Designers' Studio in Hall 8, a landmark meeting place for designers and architects, in order to provide an area for reflection, a place to relax, recover energies, in a nice and calm space, contrasting with the noisy and fast-paced environment that is habitual in such trade fairs. According to Ilse Crawford, "We wonder about the role of a trade fair in the current digital age. How can design support us and how we can make this truly a relevant experience? And we feel that there is still a need to provide more sensory, more tactile experiences. "

In this context, Ilse Crawford has developed a mega cork installation, measuring about 30 m2, a kind of giant Memoboard, in which she presented some of her most cherished projects, as well as photos of cork and Corticeira Amorim, which has supported her in this project.

It should be noted that Ilse Crawford has used cork in different projects, either in trade fairs, such as the Stockholm Fair in 2015, or in the creation of living spaces, such as the VitraHaus loft. She has also developed a line of furniture for Ikea, with chairs, benches and tables, and other small objects, all made of cork.





Beller Collection is the new line of interior cork coating solution from Knoll. Although only recently launched, it has already won the #MetropolisLikes award, in the framework of Neocon 2016 – North America's largest interior design trade fair.

Developed in close partnership with Amorim Cork Composites, the new collection was presented at Neocon in the showroom of this renowned contemporary home and office furniture event, in a work coordinated by the Norwegian designer, Lars Beller Fjetland, for the Spinneybeck brand.

This is the first time that Spinneyback includes a collection of cork tiles in its product portfolio. Cork was chosen due to its natural characteristics and acoustic insulation performance. The presentation was made in an immersive office environment, designed to encourage interaction between people, and connectivity, while providing a welcoming atmosphere.

Beller Collection is inspired by the traditional moulding techniques of the footwear industry and includes two lines of coating solutions, whose names refer to Portugal's two biggest cities – Lisbon and Porto. The two solutions share in common contemporary design, high acoustic performance, and tremendous ease of installation.

Inspired by the work of the Brazilian architect Oscar Niemeyer, the Lisbon line enables endless combinations to be created. In turn, rooted in Northern Portugal's traditions, the Porto range recalls the typical textures of factory buildings.

By highlighting this collection in Neocon 2016, Knoll has rediscovered cork as a premier raw material – a natural material that combines aesthetics with superior acoustic performance, thus culminating in a solution of tremendous value.

KEY WORKS

CORKLIFE
EXTENDS ITS
PRESENCE IN
PORTUGAL...

In the framework of the development project of the distribution channel, DO IT YOURSELF, the flooring solutions from Amorim Revestimentos are now available in six Portuguese shops of the AKI brand, and in all shops of the Leroy Merlin chain in Portugal.

In addition to presenting the collections, Studiostyle, Freestyle and Decolife, with a selection of 14 distinct visuals, Leroy Merlin's customers in Portugal are able to discover the inherent benefits of these floors by watching a Corklife video, which is on display in the shops.

In parallel, the Decolife line of flooring solutions was also introduced in AKI's shops, with a presence in six stores and plans to extend this presence in the distribution network, as part of an expansion plan that includes training sessions and demonstrations throughout Portugal.

... AND IN FRANCE

Amorim Revestimentos, together with its local partner, Soboplac, attended "Collections", an event organised by Leroy Merlin France, in Ronchin, between 6-9 September, in order to present the Corklife range to 120 representatives of the brand in France.

Specifically developed for end customers, this floating floor collection consists of six visuals with a cork finish, combining an ecological aspect with the full benefits of Corktech technology in order to meet the growing expectations of France's DIY market.



Project: Blautal Center
Location: Ulm, Germany
Product: Wicanders Parquet



Project: Millennium Tower, Office A+
Location: Budapest, Hungary
Product: HydroCork Arcadian Rye Pine



HYDROCORK CONQUERS NORTH AMERICA...



Wicanders' Hydrocork floor collection is taking the US market by storm, after having been introduced in late 2015 by Amorim Flooring North America, a subsidiary of Amorim Revestimentos in the US market. This range of flooring solutions which is presented as the first Corktech floating floor with reduced thickness and waterproof, stands out due to its high technical performance and superior quality guarantees.

Consisting of a composite agglomerated cork core, this new flooring solution also offers the full benefits of cork, in terms of thermal and acoustic insulation, walking comfort, impact resistance and body wellness (Corktech technology).

Measuring only 6 mm thick, Hydrocork can be easily cut and installed on almost all types of surfaces. It therefore constitutes an ideal solution for housing rehabilitation projects, as demonstrated in Manchester City Hall, Manchester, New Hampshire, and other corporate spaces where it has been applied.

In line with recent trends in interior design, Hydrocork is a collection consisting of 10 premium wood visuals, that replicate the realism and texture of this noble raw material, available in the dimensions 1225 x 145 mm.

All Hydrocork products feature a 0.55 mm wear layer and offer a 15-year warranty for commercial applications and a lifetime warranty for residential applications.



... AND IS PROMOTED IN THE NETHERLANDS

The innovative Hydrocork flooring solution, from Amorim Revestimentos, was also highlighted in the leading international architecture event, Architects@Work, that took place in Rotterdam, in the Netherlands, dedicated to the theme, "Architecture and Water".

The Wicanders' collection was widely acclaimed by the attending experts and industry professionals who, between 14-15 September, had the chance to become familiar with this distinctive high added value product for the flooring sector, which is in alignment with recent interior design trends, while responding to requirements such as functionality, sustainability and superior technical performance, that are fostered through the use of cork.





INTERNATIONAL DESIGNERS ILLUMINATE THE FOREST IN THE DOMAINE DE BOISBUCHET WITH CORK

The prestigious designer, Rona Meyuchas Koblenz, founder and creative director of the Kukka project and Kukka Studio was invited to coordinate the design workshop “Illuminating the Woods”, in the Domaine de Boisbuchet, which involved the cooperation of Corticeira Amorim.





The invitation was made by Alexander von Vegesack, President of the Domaine de Boisbuchet and founder of the Vitra Design Museum. Inspired by the natural elements of the forest environment, in this materials design workshop, participants were challenged to create sustainable cork lanterns that can be powered by wind and solar energy.



According to Rona Meyuchas Koblenz: "The participants were encouraged to work together to conceive and develop lighting solutions for the forest. I wanted them to observe, listen and learn how to be surrounded by this amazing natural habitat and in this sense, use of cork was an obvious choice", adding that: "Cork was selected for its natural credentials, versatility and sustainability. It is a raw material that is easy to work with and can be used in different ways, offering endless opportunities."

As usual, the workshop lasted a week, and during this period 10 designers of various nationalities – from Dubai, Taiwan, Spain, USA, Peru, Japan and Lithuania – and different cultural backgrounds, had the opportunity to come into contact with cork as a raw material and developed lighting solutions for the idyllic forest setting of Boisbuchet.



THE DESIGN NATURAL EXHIBITION, BY PAULO PARRA, RETURNS WITH CORK

The project, Design Natural, by the accredited Portuguese designer, Paulo Parra, has returned with a new exhibition, organised in partnership with the Gallery of Tapeçarias de Portalegre and with support from Amorim Cork Composites, in an initiative that presents iconic works produced in cork.

The exhibition includes new and renovated works – such as the iconic Portuguese Saddle, created in 1996 – that propose a new approach to cork and other traditional natural materials, through multi-use and playful objects. Offering an alternative to industrial production, these objects have unique characteristics, in particular because they respect the natural value of the origins and unique properties of their raw materials and provide a unique sensory experience.

This exhibition is organised in the framework of the 7th edition of the Arts Neighbourhood – The Cultural Rentrée of the Seventh Hill, which includes the spaces and galleries of the Principe Real and Bairro Alto, in Lisbon. The exhibition, that runs from September 22 to January 22, aims to raise the awareness of painters, sculptors, designers and architects regarding potential uses of cork.



QUINTA NOVA REPRESENTS PORTUGAL IN THE FIRST INTERNATIONAL WINE TOURISM CONFERENCE

Quinta Nova de Nossa Senhora do Carmo represented Portugal at the first International Wine Tourism Conference, an event that demonstrates the consolidation of this segment in the field of global tourism. The conference is organised by the World Tourism Organization (UNWTO), a UN organisation, from 7-9 September in the historic wine region of Kakheti, Georgia.

This meeting, which brought together experts from leading world wine regions, discussed current issues facing the industry, such as good practices in wine tourism, key future trends and challenges, guidelines for a joint project of product development, in particular the creation of an International Network to Defend and Promote Food and Wine Tourism.

Portugal's participation in this pioneering event, via Quinta Nova N. S. Carmo, reflects the recognition of the excellent work achieved by Portugal's wine tourism sector, as well as evidence of the growing importance of this sector in the international arena, now under the attentive eye of the UNWTO.



LUXURY COUNTRY RETREAT OF THE YEAR

For the second consecutive year, the English Luxury Travel Guide has highlighted the Quinta Nova Luxury Winery House as the Unique Luxury Hotel of the Year. Each year, this renowned guidebook attributes prizes to leading institutions in the global hotel industry, based on weighted assessments by in-house experts, subscribers, partners and readers.

The Quinta Nova Luxury Winery House was the first wine hotel in Portugal to be classified as one of the most important Portuguese projects. The renewal of this award brings further recognition to the Portuguese market, in particular in the luxury segment.



MIRABILIS IS THE FIRST PORTUGUESE WHITE WINE TO BE RANKED AMONGST THE WORLD'S FINEST

The Mirabilis Grande Reserva White 2015, from Quinta Nova de Nossa Senhora do Carmo, is the first Portuguese white wine to be ranked as one of the world's finest whites. This complex and intense wine was awarded a grade of 94-96 points by the prestigious wine critic, Robert Parker, ranked next to names such as Domaine de la Romanée Conti, Chapoutier Hermitage Guigal, Pape Clement or the famous Champagne Krug.



For Luisa Amorim, the administrator of the Quinta Nova estate, "We're intensely proud that a Portuguese white wine is finally recognised at the international level in the list of the world's finest wines. This is a very difficult achievement that is traditionally only attributed to French wines. This only proves that Portugal also has enormous potential in the world of white wines."

This result is the culmination of a thorough study by Quinta Nova's team regarding the potential of white grapes of the Douro region, and a visit to Burgundy, the prestigious French winemaking region that has produced the most famous white wines.

The Mirabilis Grande Reserva White 2015 is now an international reference, and has attained a level achieved by so-called great classic wines, with depth and high character, and of "outstanding" quality. According to Jorge Alves, Quinta Nova's oenologist, "this is a wine of unusual complexity, that achieves a balance between the wood barrels and soft fruit, but with depth, showing some granitic salinity and immense spices, such as cloves. It is a three-dimensional wine, tense and with great concentration, amongst the finest in the world."



Mark Squires, Robert Parker's taster for Portugal, emphasises the excellence and uniqueness of this wine, expressed by its consistency over the years, advising that it should be stored and consumed between 2017 and 2030.

QUINTA NOVA PRESENTS SUGGESTIONS FOR CHRISTMAS

For the forthcoming festive season, Quinta Nova de Nossa Senhora do Carmo presents a suggestion that combines the renowned wines, Grainha Reserva Red, Quinta Nova Red, Quinta Nova Grande Reserva Reference Red, and Pomares Red, in specially designed packaging for the season, intended for those who appreciate the finest Douro wines. With an elegant packaging, these packages are already available in the Portuguese market, combine distinction and sophistication with the Christmas tradition.

