



NEWS

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AMÉRICO AMORIM
A MAN WITH HISTORY,
A LIVING COMPANY

SIX

JAMES IRVINE

SIX is a tender expression of friendship. The last object James Irvine designed for Amorim has, in his own words “a little story: it remembers a wonderful dinner by the sea, with such amazing talk about wine and some incredible vintage ports. So I started thinking that these wonderful bottles need to be cuddled and carried with the greatest of care. That is how i thought up SIX .” by evoking the ancestral relationship between wine and cork SIX offers to give you a hand when showing up for dinner. If bringing wine is far from original, display it in SIX... Unexpected and irresistible! As James would say: cheers! Alla salute! Saúde!...



MATERIA® CORK BY AMORIM

Curated by experimentadesign

INDEX

4

Américo Amorim: a man with history, a living company

6

Amorim Cork Ventures signs agreement with Caixa Capital

Green Cork recycles 9.5 million stoppers in 2013

7

Ervideira and El Corte Inglés together at the launch of Helix

Castellani and Monte do Álamo wines soon available in the USA, Netherlands and Germany

8

Corkfabrics at Coruche Fashion Cork

Works of reference

Wicanders surprises at Canada's largest retail event

Amorim Cork Deutschland takes part in the Holzland & MDH Expo 2014

Group from Czech Republic visits Portugal to learn more about cork

9

Cork's popularity grows in German market... and in New York

10

Home & Office launches new products

ACC sponsors Thermal Coverings Solutions and Mortar Symposium

New line of cork toys

11

Royal College of Art exhibits work of Erika Cross in cork

Cork featured in Istanbul Design Biennial

12

Amorim Isolamentos organises 5th international conference

New Gierlings Velpor Collection exhibited in the main fashion capitals

Fundação Albertina Ferreira Amorim awarded honour

13

Spier Cork Creative Bar featured at 100% Design South Africa

DAM wins POPS, of Serralves, with PIPO



14

Quinta Nova presents christmas suggestions

New packaging for Grainha and Pomares

Quinta Nova renews website

15

Vinocamp organises meeting of wine professionals in Lisbon

Clã Moscatel Douro: extravagant and intense

EDITORIAL

Opportunities arise every day and the history of the Amorim Group is written every second with the strength and power of each one of us.

The Group has long surpassed geographical boundaries and audacious constraints, presenting cork to the world and excelling in different sectors, such as real estate, financial, telecommunications and tourism.

Innovation and leadership are part of our DNA and there is an infinite set of possibilities on every corner. We are the leading company in whom other leaders trust, because how we act in the market has remained unchanged after 144 years: we know there is still much to be discovered and we are aware that the work is never finished.

We understood early on that objectives have to be clear, and to pursue them with determination and adjust them with the maximum precision and effectiveness. That was how the Amorim Group grew from a small cork factory to become one of the most globally widespread Portuguese companies and a main driver of the national economy.

Our goal has always been to create an integrated and global group. We have succeeded. Our worldwide presence and scale enable us to have a team of 3,350 employees who daily work for more than 20,000 customers. The Amorim Group controls 35% of world cork processing, generating an annual turnover of EUR 543 million, EUR 6 million of which is channelled to Research & Development and Innovation (R&D + I). This is a strategic pillar of our leadership in various business sectors, with an absolute focus on quality improvement. No technology can copy the unique properties of cork, but with the help of recent advances in R&D + I, the excellent technical performance of this 100% natural raw material can be enjoyed in a manner that was never before possible.

The time we live in is, therefore, a notable stage in the history of our Group and, I must confess, also a memorable moment for me personally. It was on 1 September that I first began working for this enormous family, 62 years ago. It is with great satisfaction that I identify with what we have built together over these years and I take advantage of this return to work after the summer holidays to extend a special word of gratitude to each of our employees, customers and business partners.

The passion for cork is a never-ending challenge!

Américo Amorim

Chairman of the Board of Directors
Amorim Investimentos e Participações, S.G.P.S., S.A.



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AMÉRICO AMORIM A MAN WITH HISTORY, A LIVING COMPANY



Américo Amorim's career path, at 80 years of age, remains a living example of the power of work and individual determination, inspiring multiple generations all over the world. A real story that is reaffirmed every personal and professional birthday of the Chairman of the Amorim Group. It is a historical landmark to be able to state nowadays that someone has devoted 62 years to building a successful business. This date is even more glorious in the year that marks his 80th anniversary.

The Amorim Group continues to base its activities, always with the mission to respect the principles of economic, social and environmental development, on those core values on which it built its wealth: vision, responsibility, diligence, creativity and innovation. Its mission is even more relevant today, setting it apart through excellence in terms of management, products and services.



Américo Amorim was born in 1934 in Mozelos, Santa Maria da Feira. He was orphaned as a child and grew up during the Cold War. The modest family cork business gave him his first job in 1952, after completing the General Commerce Course. The constraints that marked his childhood and youth were the driving force for the birth of an energy inside him without equal, which has made him one of the most exemplary figures of the business world.

An entrepreneur by nature, he decided when he was 21 years old to set out to discover Europe and, later on, other continents. His mission was always to introduce cork to new countries and cultures. A set of experiences that he used to absorb information on the economic and political systems, closely observing the differences between how the various regimes worked, such as dictatorships, communism and democracy. This business and cultural luggage came to characterize the company's operations in the 1950s, the decade in which Amorim & Irmãos became an exporter. The first step towards internationalisation.

The 1960s were marked by the establishment of Corticeira Amorim in 1963, with the share capital divided between the Amorim brothers (Américo, António, José and Joaquim) and their uncle, Henrique. In 1969, the four brothers, who initially only held 20% of the company, becomes its sole shareholders.

The restless spirit of Américo Amorim told him that cork would become a raw material that the world would discover and desire, immediately identifying the potential for vertical integration in this sector. The Group then invested in the diversification of its business activity, investing in industries and geographical areas with high potential for profitability.

The Amorim Group has grown from its family origins to today hold a consolidated position in dozens of companies on the five continents and in various economic areas. From cork, through Corticeira Amorim, to textile, with the century old Gierlings Velpor – expert in velvets and special textiles – and to viticulture and wine tourism.

“The restless spirit of Américo Amorim told him that cork would become a raw material that the world would discover and desire, immediately identifying the potential for vertical integration in this sector.”



AMORIM CORK VENTURES SIGNS AGREEMENT WITH CAIXA CAPITAL

The recently established Amorim Cork Ventures signed a cooperation agreement with Caixa Capital to encourage the Portuguese entrepreneurship ecosystem to choose the cork industry. The agreement provides for the sharing by Caixa Capital of know-how and experience, particularly in investment activities and monitoring startups, to be strengthened by the expertise and business experience of Corticeira Amorim in the cork industry.

Caixa Capital's support for Amorim Cork Ventures fits with the mission of the venture capital fund management company of the CGD Group to invest in funds and business projects led by qualified management teams, with high growth and appreciation potential, that envisage an adequate return on equity and generate wealth and drive social well-being in a responsible and sustainable manner.

Amorim Cork Ventures was established with the purpose of fostering the creation/design of new cork products and cork-related businesses, mainly targeted at foreign markets. This company not only provides entrepreneurs access to funding but also makes available management skills, know-how and networks of contacts in different industries and countries.



GREEN CORK RECYCLES 9.5 MILLION STOPPERS IN 2013

Green Cork, a Portuguese programme for recycling used cork stoppers, was responsible for the planting of about 95,000 indigenous trees in the 2013/2014 reforestation season, as a result of the 9.5 million corks collected during 2013. This number is equivalent to 43 tons of cork stoppers and represents about 3% of total cork stoppers circulating in Portugal per year. Green Cork is a project of the NGO Quercus, initiated in 2008. It is developed in partnership with Corticeira Amorim, Continente, Dolce Vita, schools, waste collection companies and other entities, all of which locally make this project feasible. It aims to foster the recycling of cork stoppers while ensuring the conservation of the indigenous Portuguese forest. 52 million cork stoppers have been recycled since the programme began, retaining a total of 5,773 tons of CO₂ and leading to 193,000 trees planted.



CASTELLANI AND MONTE DO ÁLAMO WINES SOON AVAILA- BLE IN THE USA, NETHERLANDS AND GERMANY

Proving the good receptivity of Helix, over fifty wine producers are currently at different stages of bottling and market launch of their products with the Helix system either in the countries defined as priorities for the launch (Portugal, Spain, France and Italy), or in different exporting countries.

Following on from the market launch of Ervideira wines are Monte do Álamo wines, of Portugal, and Castellani wines, a major Italian producer. This will ensure the Helix solution will soon be available to consumers in the USA, Netherlands and Germany.

ERVIDEIRA AND EL CORTE INGLÉS TOGETHER AT THE LAUNCH OF HELIX

The Alentejo region wine producer Ervideira is the first to make the new Helix wine packaging available on the market, for its “S de Sol” and “Lusitano” brands. This first was presented in Lisbon jointly with Corticeira Amorim and El Corte Inglés at the global launch of this innovative packaging. According to Duarte Leal da Costa, Ervideira’s Executive Director, “We are very pleased with this innovation which, while maintaining a premium and eco-friendly image, has definitely added a convenience factor to the fast turnaround white and red wine segment.”

This innovative solution developed by Corticeira Amorim and the US company Owens-Illinois, is specially designed for wines of the fast turnaround segment. The glass/cork binomial introduces the concept of easy opening - the cork stopper can be removed from the bottle just using the thumb and forefinger.

At the presentation event, Carlos Jesus, Corticeira Amorim’s Head of Marketing & Communication said: “After four years of R&D in conjunction with our partners at Owens-Illinois, it is our great pleasure to globally launch the Helix concept in Portugal. At a time when innovation is so critical to our country, Helix is the proven example that the collaboration between companies allows the development of true competitive advantages for such important economic sectors as cork, wine and trade.”

Susana Santos, Head of Communication at El Corte Inglés, stresses the importance of welcoming innovative products: “It is a privilege to host the world premiere launch of this product. In fact, whenever our suppliers innovate and design new products, our customers are indeed the ultimate beneficiaries.”



CORKFABRICS AT CORUCHE FASHION CORK

Cork was the main material used in the Coruche Fashion Cork show, as has been the norm. Coruche Fashion Cork is one of the initiatives of the 6th FICOR – International Cork Fair, in that city. The motto for the show was “Love Cork”. Several established Portuguese designers accepted the challenge to create innovative and versatile pieces from this ecological raw material, including Katty Xiomara, Anabela Baldaque and Elsa Barreto and Mónica Gonçalves, creator of the GRIGI brand, well-known for the creation of cork knits. A fashion show supported by Amorim Cork Composites, which provided various fabrics of its newly created Corkfabrics range for the show. Corticeira Amorim’s support also extended to the provision of material for the stage and catwalk design. The products selected for this purpose were from the Dekwall range of Wicanders.



WORKS OF REFERENCE

Site: Sildoor store

Location: Luanda, Angola
Product: Vinylcomfort
Total Area: 450m²



Site: Farfetch

Location: Leça do Balio (former premises of Lionesa), Portugal
Product: Vinylcomfort Frozen Oak
Total Area: 3,800 m²

Site: Canteen of the Cape Verde Parliament

Location: Cape Verde
Product: WoodComfort
Total Area: 170m²

WICANDERS SURPRISES AT CANADA’S LARGEST RETAIL EVENT

Amorim Flooring participated in the 13th edition of Shnier Summit, one of the industry’s largest exhibitions in Canada, with the goal of publicising the principal new features of Wicanders. The potential of cork was demonstrated through interactive exhibits, prepared with the aim of demonstrating the advantages of Corktech technology, and the presentation of new products, with special mention for the floors of the Artcomfort collection.

AMORIM CORK DEUTSCHLAND TAKES PART IN THE HOLZLAND & MDH EXPO 2014

The annual HOLZLAND & MDH EXPO 2014 was held in Hannover, Germany. More than two hundred exhibitors were present at the fair. Amorim Cork Deutschland marked its presence at the fair promoting the Wicanders premium brand and, in particular, the Artcomfort collection, a floor of superior quality offering through the use of Realistic Surface Technology (RST), a unique combination of aesthetics, comfort and durability.

GROUP FROM CZECH REPUBLIC VISITS PORTUGAL TO LEARN MORE ABOUT CORK

Amorim Flooring hosted a group of visitors – composed of customers, architects and designers, through its partner Likor. This group visited Portugal to find out more about cork and the properties that set it apart from other materials.

A TV crew from the Czech television company, Jihoceská Televize, also made the trip. This TV crew made several reports for the national TV channel.





CORK'S POPULARITY GROWS IN GERMAN MARKET...

The Portuguese Cork Association (APCOR) and the German Cork Association (DKV) have started a new joint campaign to promote cork as a superior material for building and interior design in the German market. This campaign is led by the renowned designer and TV presenter, Eva Brenner.

The campaign slogan is *"Schöner leben. Mit Kork"* (A beautiful life, with cork.) The adverts focus on furniture and decoration advice and tips given by Eva Brenner, explaining, for example, which type of flooring is best suited for children's rooms or what products are suitable for the living room.

This promotional campaign, which began in 2010, aims to strengthen the growing popularity of cork in Germany, which is currently the largest importer of cork building and interior design material.

...AND IN NEW YORK

Under the Intercork II programme, the renowned US interior designer Vern Yip, also known as a reference personality on decoration TV shows, is the latest ambassador of cork. According to Vern Yip: "Cork as a covering and flooring material, conveys serenity and simplicity and, therefore, is in perfect harmony with nature. A broad variety of new finishes offer a unique and modern style that fits perfectly in everyone's home. "



As a clear demonstration of his preference, Vern Yip renovated the floor of his private residence in Manhattan and selected a Wicanders cork floor, with the support of Amorim Flooring North America. At the end of July, he gave the main local and Canadian media access to his home, in an unprecedented initiative. The aim of this was to show *in situ* the advantages of the natural properties of cork combined with Corktech technology, exclusively marketed by Amorim Flooring.



HOME & OFFICE LAUNCHES NEW PRODUCTS

The Home & Office area of Amorim Cork Composites has just launched two new products: Egg Holder – in the Alma Gémea collection and Dr. House – as part of the Koriko Selection.

Egg Holder combines cork and pottery and it adds to The Whistler range, created in 2010 in partnership with Matcerâmica.

Dr. House on the other hand, is a functional and innovative Memo – Desk Organiser, made entirely of cork. Designed by the product designer Raquel Castro, the two products have in common markedly contemporary lines in their design.

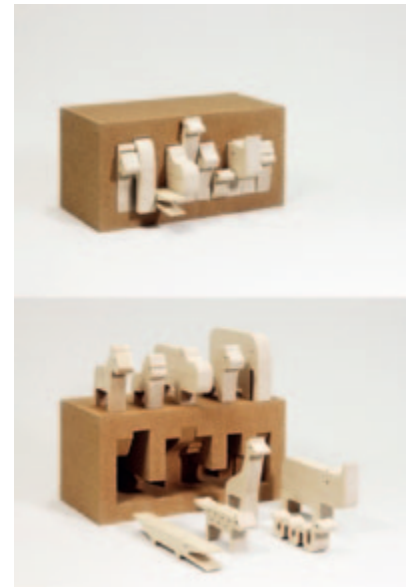


ACC SPONSORS THERMAL COVERINGS SOLUTIONS AND MORTAR SYMPOSIUM

The 1st edition of the Thermal Coverings Solutions and Mortar Symposium was supported by Amorim Cork Composites (ACC), as a Platinum sponsor. ACC took advantage of its participation in the event, which brought together builders, manufacturers, researchers, advisors, designers and other professionals, to present Corkwal. This is a product intended for the finishing and renovation of exterior facades, interior walls and roofs. It functions as an efficient thermal and acoustic barrier, preventing energy losses and surface cracks. Corkwal is a mixture of cork granules and polymeric resins, and it is applied by spraying. It is easy and quick to install and can be used to cover any surface, including those with low porosity, from metal to walls already plastered.

NEW LINE OF CORK TOYS

Bleebla, a Portuguese toy design company, has just launched a new educational product for children. The “Animal Box” is a cork cube with 10 animals peeking out of its regular geometry on just one of the sides. Each animal finds its home in the box, together forming the cube. The “Animal Box” is a three dimensional puzzle that shows the animal world through its stylized forms. The natural materials used and their expressive qualities, namely cork agglomerate of Amorim Cork Composites, provides a unique sensory experience.





ROYAL COLLEGE OF ART EXHIBITS WORK OF ERIKA CROSS IN CORK

Cork was, through the work of Erika Cross, one of the materials on show at the annual exhibition of the Royal College of Art (RCA), in London, between 18 and 29 June. This project is a partnership between the London school and Corticeira Amorim, which has permitted the inclusion of a module devoted to cork in the Master's Degree of Design, one of the most prestigious design courses worldwide.

The "Tri-Fold" project of Erika Cross presents as a common characteristic the use of an architectural material based on cork agglomerate (Amorim Cork Composites) and waterproof fabric that, using the properties of the components to provide stiffness, can form robust, lightweight and customizable protection or support structures. It is an exploration of the materials' efficiency through new techniques and manufacturing processes.

The RCA exhibition is a unique opportunity to be in contact with the best emerging contemporary creativity. This year's edition gathered together 575 projects of Design and Humanities postgraduate courses, from over 40 countries. The exhibited objects cover a range of areas, from paintings to portraits, glassware to jewellery, and from furniture to textiles.

CORK FEATURED IN ISTANBUL DESIGN BIENNIAL

"Given the chance for the 2nd Istanbul Design Biennial to work with Amorim has given us a unique opportunity to create a series of design solutions with cork that would otherwise not be possible. As a material that immediately gives a sensation of warmth and personality though highly engineered, cork complements perfectly the theme of the exhibition – *The future is not what it used to be.*"

The Biennial, which plans to open on 1 November, will be a privileged platform for six weeks on rethinking the role of design in modern society. The event, organised by the Istanbul Art and Culture Foundation (IKSV) and curated by Zoe Ryan, will discuss topics such as design, technology, fashion and urbanism, among others. It will also exhibit more than 50 projects of architects and designers from around the world.

Cork will be one of the Biennial's main materials and will appear under the guiding hand of the renowned Superpool architecture studio, as contemporary furniture, wall coverings and lamps, in various prime spaces of the event.





AMORIM ISOLAMENTOS ORGANISES 5TH INTERNATIONAL CONFERENCE

After the success of previous editions, the 5th Amorim Isolamentos International Conference was held in Lisbon between 26 and 27 September. The initiative brought together more than 100 architects of 18 different nationalities, permitting the sharing of know-how on expanded insulation corkboard, with special focus on its adaptability and potential for building systems.

The event's programme included the presentation of the latest developments with the material, the uniqueness of an industrial production process without additives and new insulation concepts. The new applications of expanded insulation corkboard for facades and insulation solutions for renovating building were also particularly in focus.

The conference-goers had the opportunity, on the first day, to visit a cork oak forest and two Corticeira Amorim industrial units, including Amorim Isolamentos in Vendas Novas. The second day comprised ten seminars with the intervention of architects, technicians and clients from 18 countries from Europe, Asia and America.

The holding of this event gave more insight into the global market, trends and expectations, particularly in relation to innovative design solutions, production processes and sustainability of the materials.

NEW GIERLINGS VELPOR COLLECTION EXHIBITED IN THE MAIN FASHION CAPITALS

Gierlings Velpor recently launched its new collection of leathers and velvets for the 2015-16 autumn/winter season. The new digitally printed designs and jacquard velvets are among the principal new products. Gierlings Velpor will be present in the major international trade fairs of the textile industry, investing in a worldwide promotion strategy. The cities following on from London, Milan and New York, where the new collections have already been presented, are Paris and Tokyo, in November.



FUNDAÇÃO ALBERTINA FERREIRA AMORIM AWARDED HONOUR

The Lourosa Volunteer Fire Brigade awarded the Distinguished Service Medal – Gold Order to the Fundação Albertina Ferreira Amorim Foundation as an expression of its gratitude for the support provided to the fire brigade. The medal was presented to António Ferreira de Amorim by the Chief Officer of the Lourosa Volunteer Fire Brigade, José Carlos Pinto.



SPIER CORK CREATIVE BAR FEATURED AT 100% DESIGN SOUTH AFRICA

***Designed by the renowned company Wiid Design
in partnership with Corticeira Amorim***

Wiid Design developed the Spier Cork Creative Bar for 100% Design, the largest exhibition of designer products in South Africa, held at the Gallagher Convention Centre in Johannesburg. This project was developed in partnership with the dhk Architects studio and Corticeira Amorim.

Cork was, accordingly, the main material of one of the zones that attracted most visitors during the event. The choice of cork for this zone, which is used in contemporary furniture, is ideal since it brings to mind to the celebration of creativity, design and an excellent wine list.

Cork was also chosen as the prime raw material for this project due to its technical performance. Resistance to liquids and ease of cleaning were important design requirements of the project. Laurie Wiid van Heerden, the designer of the concept, also states that cork was chosen because it is a sustainable, wholly organic and recyclable material.

100% Design South Africa was one of the initiatives of the World Design Capital. It brought together professionals from around the world, working in the areas of design, hotels, leisure and residential, interior design, among others.

DAM WINS POPs, OF SERRALVES, WITH PIPO

The traditional wood cask characteristic of Portuguese wine culture inspired the creativity of the designers Hugo Silva and Joana Santos, who created Pipo, a small and easily transportable stool or side table, made from expanded insulation corkboard supplied by Amorim Isolamentos and hemp rope. The project won a POPs prize (Original Portuguese Projects) in the furniture category, an initiative of the Serralves Store that is now in its 6th edition.

Pipo was specially designed for this competition, as tribute to the Douro demarcated region and the city of Porto. The mobility of the product is associated with the commercial expansion of wine. This piece is the first product in cork presented by DAM, a furniture brand from S. João da Madeira. The use of expanded insulation corkboard gives the product a light and non-slip touch.



Stool or side table, Pipo will be marketed with the "POPs Stamp" that defines the product as a creative original and commercially viable.



QUINTA NOVA PRESENTS CHRISTMAS SUGGESTIONS

Quinta Nova again presents a set of innovative proposals for the upcoming festive season, in its Christmas 2014 catalogue. This year's range of suggestions includes new wines and gourmet products, available in different packages and organised into various segments, making it easier to choose for each occasion (economy segment, classic, premium and icon).

And given that the season calls for leisurely breaks and Quinta Nova is also synonymous with quality wine tourism, vouchers are also available (for staying in the hotel, wine tasting or meals in the Conceitus restaurant) for visits to one of the oldest and most emblematic wineries of the Douro region, which celebrates 250 years of existence this year. A range of innovative suggestions for family and friends or even for a professional network of clients and partners. Discover more about us at www.quintanova.com.



NEW PACKAGING FOR GRAINHA AND POMARES

Quinta Nova de Nossa Senhora do Carmo has just launched a new premium packaging for the Grainha and Pomares wines, created by Omdesign.

The Grainha Reserve range is now available in a card box packaging for two bottles or in a tube. This new packaging ensures the range stands out. The identity of the Pomares range was enhanced with a cleaner, stronger and more elegant image, aligned with the brand values.

QUINTA NOVA RENEWS WEBSITE

Quinta Nova has renewed its website, www.quintanova.com, aiming to meet the needs of its customers and partners. The website is now available for tablets and smartphones.

The new website now has optimized navigation and it is user friendly. Internet users can now access the main products and services of the company in a more intuitive and faster manner, via just one click, ensuring they are more easily directed to the detailed information they request.

VINOCAMP ORGANISES MEETING OF WINE PROFESSIONALS IN LISBON

The city of Lisbon hosted the 2014 edition of Vinocamp, an international event focused on digital communication and social networks. This event attracts wine lovers and professional wine authors from all over the Mediterranean region.

The participants had the opportunity to discuss, over the two-day event sponsored by Apcor, industry-related topics including the topic of innovation. The event programme included a workshop on the cork stopper. Carlos de Jesus, Corticeira Amorim's Head of Marketing & Communication and also the Operational director of the Intercork II campaign attended the event. The final day was devoted to visiting the industrial units of Corticeira Amorim in Coruche, where some stages of the cork stopper production process were demonstrated.

The Vinocamp initiative began in 2010, and it is a means of increasing knowledge and moving the various players of the wine industry closer, through the intensive use of social networks.



CLÃ MOSCATEL DOURO: EXTRAVAGANT AND INTENSE

What if Clã were a moscatel? Quinta Nova presents the Clã Moscatel Douro. A different wine that is more intense on the palate and which, at the same time, preserves the smoothness of a moscatel.

This rather unconventional wine is made from the Moscatel Galego Branco ("*Muscat Blanc à Petits Grains*") grape variety. Clã Moscatel is extravagant and sophisticated, with an intense nose and smooth texture. A linear structure and deep, succulent expression, swaying between delicate aromas of orange blossom and aroma of ripe apricot. It has moderate acidity and a highly precise, very long finish. Dare to try it.



NATURAL CORK CLOSURE ADDS VALUE TO THE AVERAGE PRICE OF A BOTTLE OF WINE AND IT IS A CONVINCING SALES PITCH

A trend analysis of the TOP 100-selling premium wine brands in the USA shows that since 2010, the year when the study began, 30% growth in the market share of wines sealed with natural cork was recorded, which compares with the 9% increase for wines sealed with alternative closures.

According to the AC Nielsen data, the role of the natural cork closure in adding value to a bottle of wine was strengthened in this latest study. The average price of wines closed with cork was \$ 12.99, up \$ 4.09 (+ 46%) compared to wines with alternative closures.



Trend of the average selling price of the TOP 100 premium wine brands from August 2013 to August 2014

MEDIAN PRICE	16/08/2014	17/08/2013	DIFFERENCE	% DIFFERENCE
CORK STOPPER	\$ 12.99	\$ 12.30	\$ 0.69	5.6%
ALTERNATIVES	\$ 8.90	\$ 9.27	\$ -0,37	- 4.0%

Source: A.C. Nielsen Method: The selected brands are the top 100 brands of national still wines, 750ml, with the highest sales rates in the last 12 months. Premium brands are those that, on average, cost more than \$ 6 per bottle over the 12 month period. Nielsen research includes all metropolitan areas of the USA. The results are relative to the four-week period that ended on 16/08/2014.