



TAP's new lounge with  
Wicanders' flooring

# TAP VIP Lounge distinguished with Silver Design Award

A project by Miguel Arruda



*"The Wicanders' flooring solution is exceptional because it meets three key criteria for the lounge's success: acoustic insulation, easy to clean and aesthetically very pleasing."*



Silver A' Design Award Winner  
in Interior Space and Exhibition Design Category, 2017-2018



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# editorial

2017 was a good year for Corticeira Amorim and marked yet another year of remarkable expansion, fuelled by organic growth and the integration of Bourrassé and Sodilège (Cork stoppers), which were acquired in the second half of the year.

The Cork Stoppers Business Unit (BU) continues to be the main driver of the group's growth, while the other BUs successfully responded to the constant challenge of innovation and expansion of the use of cork in unexpected new fields.

All BUs convey passion for the raw material, combined with increasing operational efficiency, ambitious R&D+I projects, conquest of new markets and reinforcement of the group's presence in traditional markets.

As a result, the group can boast a unique portfolio of products and solutions recognised for their superior technical performance, consistent levels of quality, innovation and creativity, and associated sustainability.

And cork is being applied in new and surprising areas, as highlighted in this edition of Amorim News: in TAP's new VIP lounge, designed by the architect Miguel Arruda; in Adega 23, designed by Rua studio; incorporation in an innovative Earth re-entry capsule developed for the European Space Agency's Mars exploration project...

In 2018 we are starting a new growth cycle that presents new challenges. We are maintaining our core plan: to grow profitably. This goal is clearly within our reach – we are developing a singular, increasingly valued business activity, and have created the necessary in-house conditions, including the evident competence and motivation of our entire staff.

Our business activity is a paradigmatic example of a symbiosis between Nature and manmade activity, perfectly aligned with the premises of sustainable development. Aware of our role as catalysts of the circular economy and sustainability across the value chain and the sector, we reiterate and expand our commitments, which are aligned with the United Nations' Sustainable Development Goals.

Our world is cork. Natural. Unrepeatable. Sustainable. Unique.

Cordial greetings,  
António Rios de Amorim



**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 Electronic Edition: ATREVIA; 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: January to March 2018





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## TAP's new lounge with Wicanders' cork flooring

*Project by the architect Miguel Arruda includes several cork-based solutions, including floors and wall coverings from Corticeira Amorim*

Portuguese airline TAP recently opened its exclusive VIP lounge in the Humberto Delgado Airport in Lisbon. Based on a concept by the architect Miguel Arruda, the TAP Premium Lounge is designed to offer an extremely comfortable space for passengers, regardless of the time they spend inside.

The lounge's aesthetic design is amply reflected in the flooring solution provided by Wicanders, with an Originals Dark cork visual, the wall coverings solutions from Amorim Cork Composites and some of the items of furniture.

However, although cork was already the main material used in the VIP airport lounge in the Portuguese capital, it soon became evident that – due to the daily passage of more than 2000 passengers – it was imperative to make it the principal material used. The project began with need to replace the carpet that had been initially chosen for part of the flooring with a material that only needed simple and quick maintenance, while guaranteeing the same acoustic performance.

Without ever overlooking the need to ensure that the space would be comfortable and welcoming, Miguel Arruda didn't hesitate to suggest use of Wicanders' Hydrocork solution to TAP. This is a cork-based flooring solution which ensures the necessary level of comfort and sound insulation, complemented by other key advantages, in particular reduced thickness (only 6 mm), ease of application and water resistance.

Hydrocork was recently installed in the VIP lounge, in record time. Now that the project has been completed, the cork-based flooring from Wicanders now occupies the largest area of the lounge, in another notable interior design project from Miguel Arruda that uses an apparently traditional material, presented in a noble and contemporary manner.

In addition to the floors, the lounge includes some wall coverings provided by Amorim Cork Composites, at a lesser scale, in the typical dark tone of expanded cork agglomerate. In this case, these wall coverings were chosen on aesthetic and acoustic performance grounds.

With a total area of about 800m<sup>2</sup> and space for 260 people, the VIP lounge in Humberto Delgado Airport is in the Schengen area, overlooking the runway. It's an ample space, which includes rest areas, a children's area, a Business Centre, catering zone and bar (in these zones the cork flooring was waterproofed with varnish) and has personalised service.



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# Interview with Miguel Arruda

## “Amorim Revestimentos’ flooring solutions offer thermal and acoustic insulation and have an exquisite aesthetic expression”

**During your career you have developed numerous cork-based items of furniture. However, have you ever worked with cork-based flooring solutions before? If so, how do you rate this experience?**

I’ve been working with cork for several years now. My first cork-based projects involving Amorim occurred in the 1980s, when I was appointed by ICEP to develop the “I’m Textile” stands in Frankfurt, and the footwear stands in Dusseldorf. At that time, I used materials from Amorim for the flooring. In 2000, I designed the project of the Portuguese Module in the Plaza de España in Madrid, where I also used cork in the interior floors and walls, and coconut fibre on the exterior walls.

**Why did you choose Wicanders flooring for the new TAP lounge?**

In terms of a flooring solution for a public space with the dimensions of the TAP lounge, this was the first time that I have used a wooden floor incorporating cork. We initially had a carpeted floor. The interior space of the TAP lounge is acoustically quite difficult, due to its rectangular shape, with a strong longitudinal expression, and one of the walls includes a large glass section. As a consequence, the acoustics are extremely complicated. In this sense, it was necessary to have surfaces that absorb sound; and, on the other hand, it was necessary to ensure that when people walk over the pavements, they won’t make a sound. The Hydrocork flooring solution attained the intended goals, and even exceeded our initial expectations. In other words Amorim’s flooring solutions offer thermal and acoustic insulation and have significant aesthetic versatility and in fact, the result is excellent.



**At the beginning of the project, which covers an area of more than 800 m<sup>2</sup>, the Wicanders flooring selection was only chosen for one third of the total space. However, a few months after the lounge opened it was decided to replace the carpet that had been initially chosen by the new flooring solution from Wicanders. What were the factors that led to this change?**

I swapped the carpet for this flooring solution from Amorim because as I mentioned earlier, from an acoustic perspective it's extremely similar, and has the advantage that it doesn't get dirty. This TAP VIP lounge is used by more than 2,000 passengers a day, a very significant volume of people, and gets dirty very easily, so the Hydrocork floor was the ideal solution, since it ensures easy and effective cleaning.

**With the work finished, are you satisfied with the change?**

Of course I am. The flooring solution from Amorim is exceptional because it fulfils three aspects that are fundamental for the success of the lounge, since it absorbs walking sounds, in particular those caused by women's shoes, it's easy to clean and is aesthetically appealing. Furthermore, in the dining area and bar, in beginning of the project I used a floor with a dark cork visual, with a rectangular format that seemed especially suited to the dining area.



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**Would you consider continuing to use cork in future projects? For what purpose?**

I have been regularly working with cork for many years. Among my forthcoming architecture projects, my studio is developing a bookstore programme for the Empresa Nacional Casa da Moeda (the Portuguese Mint), in which cork will be used, as well as in the former Cruzeiro Building, the future site of the Estoril Arts Academy, which will have an auditorium entirely lined with cork.

**From a sustainability perspective, what is the principal advantage of cork?**

These products from Amorim Revestimentos are highly effective in terms of their resistance and cleanliness. And, in ecological terms, cork is an excellent material, which makes it possible to avoid waste through recycling, a field in which Amorim is also particularly competent. If we compare cork to carpets, for example, the latter present several problems. The problem of dust, fungi, i.e. everything that is attached to the carpet and, as such, must be frequently cleaned ... and without offering the efficiency and speed achieved with Amorim's flooring solutions.

***"In ecological terms, cork is an excellent material, that makes it possible to avoid waste through recycling, an area in which Amorim is also particularly competent."***

**What advantages does cork offer over other materials?**

Well, it depends on its use. It can be used in buildings, in walls and floors and can even be used on outdoor walls and even in more specific situations. I personally think that it's an eminently Portuguese raw material and therefore establishes a very strong national statement, which I think is a concern that we all have, and indeed should have. And from an aesthetic point of view, for people who like cork, such as myself, it's an interesting material both due to its colour and the diversity of the physical quality of its surfaces.



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***"It's an eminently Portuguese material and therefore establishes a very strong national statement"***

Incidentally, I produced a sculpture in 2010 in conjunction with Amorim, that was initially lined with cork and is now lined with Jasmin, that is located in the CCB in Lisbon, entitled Habitable Sculpture, measuring about 12m long and 6 wide, completely covered with cork on the inside and outside. In the internal space the public was able to experience corks' thermal and acoustic capacity, and of course its unique aesthetic appeal, both inside and outside.



# Amorim Revestimentos receives TÜV PROFiCERT- product certifications...

**Amorim Revestimentos  
is the first company in  
the world to receive the  
TÜV PROFiCERT-product  
certificate for its flooring  
solutions.**

In order to receive this certification, the flooring solutions had to undergo rigorous tests, performed by different entities, that guarantee the quality of indoor air, and it was awarded the Premium certificate, which certifies compliance with the criteria, in terms of indoor air quality. The TÜV PROFiCERT-product certificate is recognized worldwide as a voluntary and independent certification for VOC emissions and the quality of coverings.

## ... and Blue Angel certifications

The sustainability credentials of Amorim Revestimentos' flooring solutions have been recognized by a major international institution, through attribution of the Blue Angel certificate. Established in 1978 in Germany, this is a voluntary certification, with rigorous standards, which is widely recognized as a credible guide to more sustainable consumption. Blue Angel is synonymous with a product (or service) that meets strict environmental performance criteria, and is extremely important in markets where this component is highly valued, such as the German market. In addition to the Blue Angel Certificate and the TÜV, Amorim Revestimentos's certifications include Das Kork Logo; Green Tag certification; Green Guard Gold; A + certification; Eiko Japan and F-4Star.



## Wicanders sponsors the Siza Vieira exhibition

Amorim Revestimentos, through its premium brand Wicanders, is sponsoring the exhibition, "Des Hommes de la Matière et du Temps", dedicated to the work of the architect Siza Vieira, on display between 13 April and 13 May in the charismatic Carmelite Chapel in Toulouse, France.

This event is organized by the "Des Hommes, de la Matière et du Temps" Association. The exhibition is based on the archives of Álvaro Siza Vieira's architecture studio, and presents a selection of projects that address questions of Life or Rehabilitation, amongst other themes.

Recognized throughout the world for the genius of his work, Siza Vieira is one of Portugal's leading architects, and an expert on the potential of cork, a raw material he has used extensively in some of his leading works.

The "Des Hommes, de la Matière et du Temps" Association aims to disseminate the work of men and women who exemplify a masterful relationship between Matter, Time and Man, above all in the field of Architecture.

## greenURBANLIVING, an innovative cork solution for green facades

In an industry traditionally dominated by synthetic materials, greenURBANLIVING is a ground-breaking project that aims to place expanded cork agglomerate, a 100% natural material, at the heart of new systems of façades and green roofs.

The project is coordinated by Amorim Isolamentos and is developed by a Portuguese consortium, including the Institute for Research and Technological Development for Construction, Energy, Environment and Sustainability (ITeCons), Neoturf and the Portuguese Association for Quality in Building Facilities (ANQIP).

This is a type roof covering which has a strong environmental and energy performance and due to the use of cork its performance will be better than conventional roof coverings, and yet it is extremely price competitive. Its main technical advantages include thermal comfort, as well as excellent drainage and retention capacity, with a strong contribution to buildings' water efficiency and urban rainwater management.

The greenURBANLIVING project develops digital modelling of green roofs and facades, which can take on irregular shapes, with the possibility of personalising different forms of flowerbeds and designing roof covering systems to be applied in inclined models. By the end of the project, which is scheduled for September, it is expected to present a model of a roof covering with an environmental and energy profile that is feasible and capable of competing with existing systems in the market.

## Adega 23 lined with cork

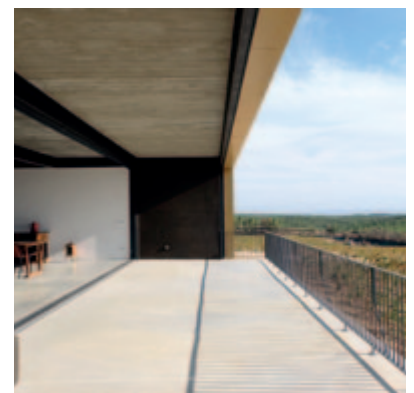


Sarnadas de Ródão, in the district of Castelo Branco, is crossed by the A23 motorway that connects Torres Novas with Guarda. This village houses a state-of-the-art wine project – the Adega 23 winery, spanning an area of 20 hectares, of which 11.5 hectares are totally occupied by vineyards.

The architects of the Rua studio designed a winery that embodies the excellent wine project that the brand aims to develop, while simultaneously creating a visual relationship with daily users of the A23 motorway.

Lined by panels of expanded cork agglomerate, supplied by Amorim Isolamentos, Adega 23's new building takes advantage of cork's thermal and acoustic characteristics. In the opinion of Luís Valente, one of the architects responsible for the project, "cork was a pretty obvious choice. There was a pavilion in the locale, whose existing walls we aimed to use, and cork made it unnecessary to build double-walls and in terms of the finishings it unified the pre-existing building and the expanded area".

**In general terms, "the experience of working with Amorim Isolamentos was excellent, the technical and commercial follow-up was always extremely professional – from the outset to conclusion of the work", says Luís Valente.**





# Osirys: innovative cork design improves the air quality of buildings

Consortium, which includes organisations from 12 countries, has been classified as a success story by the European Union



**Safety, energy efficiency, natural materials and more sustainable products. These are the basic features of Osirys – an international project that aims to improve energy efficiency, buildings’ indoor air quality and reduce greenhouse gas emissions associated with construction projects.**

Cork is one of the project’s core materials, with solutions for façades and interior walls, suitable for application in new buildings and restoration projects, provided by Amorim Cork Composites (ACC) and Amorim Isolamentos. In this context, ACC has developed eco-ventilating cork panels that, in addition to improving air quality, also increase the buildings’ thermal and acoustic insulation.

Cork is incorporated into a sandwich panel of bio-composites, which also delivers advantages in terms of antifungal protection and fire resistance. Depending on the density and thickness of the selected cork agglomerates, different levels of acoustic and thermal insulation will be achieved, which may be adjusted according to the specific characteristics of the building and its geographical location.

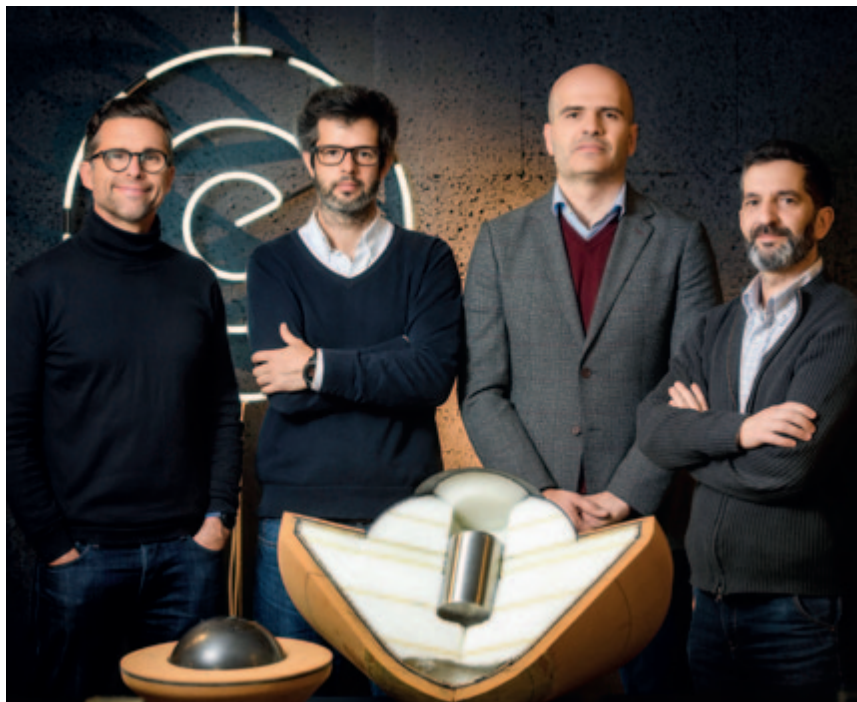
## The Osirys Project

**This is a benchmark project in terms of key trends in the area of construction. It aims to improve energy efficiency by developing bio-composites for façades and interior partitions that can be applied to existing buildings and incorporated into new constructions.**



The partners of the Osirys consortium intend to use these new eco-innovative materials to create healthier indoor environments. The goal is to ensure that the new solutions will have a direct impact on reducing greenhouse gas emissions associated with the construction industry.

To demonstrate the potential of the developed solution, the Osirys project was adopted in the construction of two buildings (or part of a building) in different countries (Spain and Slovenia), with areas between 100 and 200 square metres.



Paulo Chaves (ISQ), Carlos Ribeiro (PIEP), Paulo Antunes (Critical Materials) and João Carvalho (ACC)

## Cork in the Mars exploration project

**A 100% Portuguese consortium has successfully completed design and production of an Earth re-entry capsule (ERC) with optimal thermomechanical characteristics for passive re-entry.**

**Amorim Cork Composites, Critical Materials, PIEP and ISQ are the members of this consortium which jointly have extremely solid competences for the aerospace industry and have submitted a technical proposal to the European Space Agency (ESA) in the framework of the Mars exploration programme.**

The challenge involved designing and producing an Earth re-entry capsule with optimal thermo-mechanical characteristics to ensure passive re-entry into the Earth's atmosphere, i.e. without the need for a parachute or other auxiliary impact-attenuation systems at the time of contact with the Earth's surface, while ensuring the structural integrity of the deposit that holds soil samples from the planet Mars.

During the project, four prototypes were carried out, aiming to test the structural and thermal response of these solutions, which were subjected to free fall tests from a height of 55m and 85m, whereby it was possible to verify the structure's behaviour on impact and measure deceleration of the deposit, once subjected to impact on hard ground and deformable soil.

This is an innovative solution which includes an unprecedented level of integration of different materials in the capsule and has an original geometric configuration, thus enabling full compliance with the specifications defined by the ESA for the Mars exploration programme.

The benefits of the new solution also include around a 75% reduction of the capsule's mass, compared to the value that was initially defined as the maximum value, elimination of ancillary systems to attenuate impact loads and reduction of production costs, by eliminating ancillary systems.

Having concluded this phase, the consortium aims to continue to develop solutions for the European Space Agency's new project in the near future, which foresees an increase in the technology readiness index of the Earth re-entry capsule, which will also be used in this Mars exploration programme. It is expected that it will be possible to collect and analyse the samples transported by the re-entry capsule in 2026.

***Cork is lightweight and heat- and fire-resistant, with positive effects in terms of more efficient fuel consumption and in relation to re-entry into the Earth's atmosphere.***

# António Rios de Amorim receives Entrepreneur of the Year and Iberian Businessman of the Year awards



João Alves of EY Portugal, António Amorim and Manuel Caldeira Cabral, Minister of the Economy

## Entrepreneur of the Year, Ernst & Young

The main category of the E&Y/Expresso award was attributed to António Rios de Amorim, Chairman and CEO of Corticeira Amorim, at a ceremony held on April 13 in the Convent of Beato, in Lisbon, attended by some of Portugal's leading personalities.

Upon receiving this award, António Rios de Amorim congratulated the other nominees - João Mirada, Luís Miguel Sousa, Luís Moura e Silva, Mário Ferreira, Nuno Sebastião and the duo Rui Miguel Nabeiro and Manuel Rui Nabeiro - revealing that "It was a pleasure and an honour to share this nomination with so many distinguished people, who are outstanding entrepreneurs and have achieved so much for Portugal."

The Chairman of Corticeira Amorim dedicated the award to the company's 4,000 employees, across more than 35 countries, who work "every day, with commitment, dedication, effort and

passion, to help export a classic Portuguese product – cork – to over 100 countries around the world. That's one of the biggest reasons for my pride."

António Rios de Amorim also stated that he would like to share the distinction with his late uncle, Américo Amorim, who died in July 2017, and who "is no longer with us today, but who will be up there looking down on us, undoubtedly extremely proud that the company is receiving this award".

As a result of this award, Corticeira Amorim's Chairman will represent Portugal in the international final, to be held in Monte Carlo in June, in an event involving over 50 winners from around the globe.

Originally created by Ernst & Young in the United States in 1986, and now holding its 7th edition in Portugal, the award distinguishes outstanding figures from the business sector, on the basis of criteria such as creativity, business vision and career achievements.

## Iberian Businessman of the Year, CCILE

The Portuguese and Spanish Chamber of Commerce and Industry awarded the Iberian Businessman of the Year Award to António Rios de Amorim at an event in Lisbon, attended by more than 200 participants. In addition to António Rios de Amorim, María Dolores Dancausa, CEO of Banco Bankinter, obtained the distinction of Iberian Manager of the Year in 2017. The award recipients received the award in the presence of the Minister of Justice, Francisca Van Dunem, and the Spanish Ambassador to Portugal, Eduardo Gutiérrez Sáenz de Buruaga.

These prizes, granted by the CCILE, are awarded to managers and entrepreneurs who have contributed significantly to increasing Portuguese-Spanish bilateral relations in their professional activity, through investments or development of their companies.

In previous years, the award has been attributed to leading entrepreneurs and managers, such as Belmiro de Azevedo, Rui Nabeiro and Miguel Horta e Costa.



Francisca Van Dunem and António Amorim





## Farewell to Robert Tinlot, Chairman of Amorim Academy

**Amorim Academy has just lost its chairman, Robert Tinlot. His death has provoked profound sadness, not only inside the Academy, but throughout the wine world.**

It is pointless to try to list the numerous distinctions that have marked the career of this eminent jurist, an eternal traveller, unique communicator, and born diplomat. However, we would like to draw attention to his deep love for, and dedication to, the world of vine and wine. At Amorim Academy, his fantastic achievements as former General Director of the OIV (International Organization of Vine and Wine) are expected to be continued.

His role as mentor of the OIC, the strategic transformation that he carried out, garnered him international acclaim, which continues after his death. Robert Tinlot was one of the first people to become interested in the Chinese wine market. Over the last three decades, he carefully observed the development of winemaking activities in this Asian giant. In this context, and as a sign of gratitude, the Beijing Government dedicated a splendid winery in his honour, in Changyu. Robert Tinlot will be remembered for countless initiatives, that aimed to extend our knowledge about wine, including the creation of a series of films dedicated to the wine regions of France and around the world.

Over a 20-year period he was also Chairman of the Amorim Academy. This association, founded by Corticeira Amorim in 1992, aims to increase knowledge about wine and its environment, a mission that was embraced by Robert Tinlot, due to his career achievements.

Attentive, involved, available, he shared his expertise and innovative vision of the wine world with every member of the Academy. It was a privilege to work with him at the Academy.

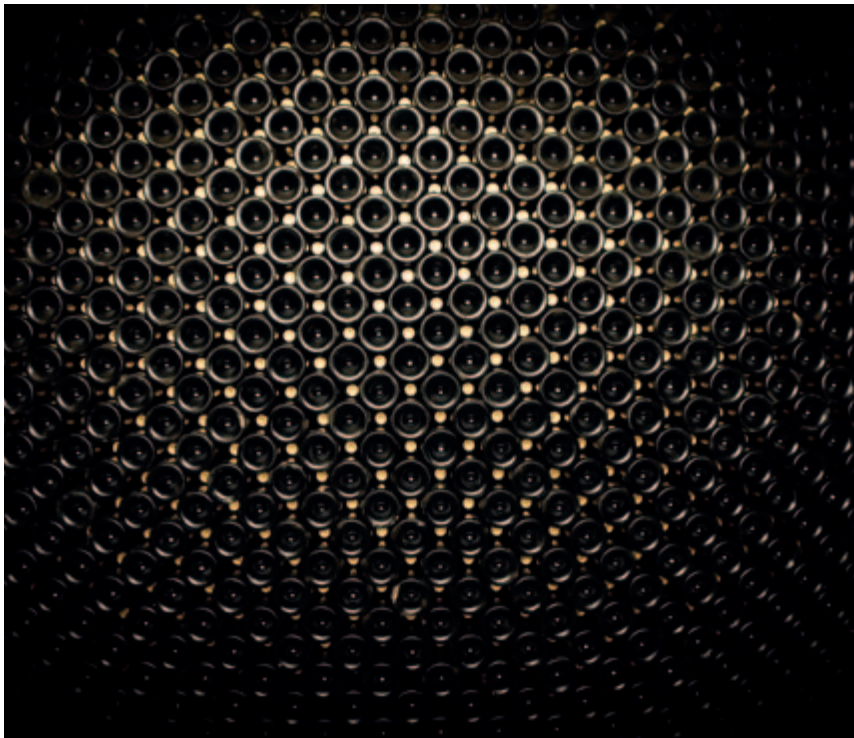
On the 25th anniversary of the Amorim Academy, he planted a cork oak tree on the Academy's grounds, which continues to grow. The tree will be the witness and guardian, for future generations, of Robert Tinlot's legacy at the Amorim Academy.



Leading professionals from various countries meet under the aegis of the Amorim Academy, to encourage scientific work and further the dissemination of wine and the cork industry.

Since 1992 this institution, founded in France by members of the third generation of the Amorim family, provides financial support for research into oenology and innovative wine projects.

In addition to recognition of persons dedicated to the study of wine and its environment, the Academy promotes thematic forums involving experts, professionals and amateurs who share the same passion for wine.



## “No to Aluminium” campaign presents its first results in China

*An APCOR initiative, which aims to give a voice to Chinese consumers and reflect their preference for cork stoppers*

The Portuguese Cork Association (APCOR) recently launched the “No to Aluminium” campaign in China to give an active voice to Chinese consumers, who are staunch supporters of cork stoppers – a sealing solution that combines unparalleled credentials in terms of quality and sustainability.

The Chinese market responded positively to the campaign’s first initiative, which involved the Jiuxian E-commerce Corporation – China’s largest online wine and spirits retailer, and a select range of 36 high-quality wines, all sealed with cork, sold at special prices.

Over a 7-day period, the campaign’s web page was visited 34,817 times, resulting in the sale of about 8,000 bottles of wine. It should be noted that, according to the Wine Consumption Data Report in 2017, presented by Jiuxian, among the top ten wines sold by this brand, nine were sealed with cork stoppers.

In addition to raising the awareness of Chinese wine consumers in relation to purchasing cork, a material of impeccable quality, the campaign aims to highlight the impeccable sustainability credentials of cork stoppers: “natural cork retains 14 million tons of CO<sub>2</sub> every year, whereas aluminium screwcaps emit 24 times more CO<sub>2</sub>, and plastic stoppers emit 10 times more CO<sub>2</sub> than a cork stopper”, said Ye Shan, Purchasing Director for wines and spirits at the Jiuxian E-commerce Corporation.

**In China, cork stoppers are synonymous with a product of excellence.**

**According to a recent study, 96.8% of wine consumers consider that natural cork stoppers influence wine quality and 95.6% believe that cork is an effective seal.**

Interest in cork stoppers among Chinese consumers is also reinforced by the colours of red wine and of cork, including its golden veins, given that these colours symbolize wealth and happiness in Chinese culture.



## Mirabilis Grande Reserva 2016 voted best Portuguese white wine

For the second year running, Mirabilis Grande Reserva Reserva Branco 2016 was awarded 1st prize amongst the white wines in the exclusive TOP 10 Portuguese Wines competition, chosen by the international jury of the 15th edition of Essência do Vinho.

This blind-tasting event, involving 50 experts from 13 countries, evaluated about 60 wines previously selected by Revista de Vinhos as the best wines of the year. Launched in 2011, and developed by the oenologists Jorge Alves and Sónia Pereira, Mirabilis Grande Reserva Branco is one of the finest wines included in the premium segment of the Quinta Nova Nossa Senhora do Carmo estate. The wine has been developed through extensive study into the potential of the Douro's white grape varieties after a visit to Burgundy – a prestigious wine-growing region that is home to the world's most famous white wines.

Mirabilis Grande Reserva Branco was also the first Portuguese white wine to enter Robert Parker's list of the world's finest wines, with a classification of 94-96 points, alongside names such as Domaine de la Romanée Conti, Chapoutier Hermitage, Guigal, Pape Clement, or the famous Champagne Krug.

With a beautiful colour, Mirabilis Grande Reserva 2016 has an aroma of unusual complexity, supported by a granite minerality that lingers in the mouth, along with fresh and intense acidity, balanced by its great structure, depth and concentration.



## Mirabilis Branco 2015 is "Top White Wine"

Quinta Nova Mirabilis Grande Reserva Branco 2015 wine was chosen as "Top White Wine - Northern Portugal" by Vivino, with an average score of 4.6 / 5. This ranking, attributed by consumers, puts Quinta Nova in a premium position, shared by only 1% of producers listed in this online wine community.

Every year, Vivino awards the Wine Style Awards to the world's finest wines. In 2017, the wines attributed this distinction stood out among the 9 million listed by wine lovers who use this application. Vivino is the world's most popular wine community and most downloaded mobile wine application, with 26 million users, which contribute to classifications and collectively constitute the world's largest wine library.

## Quinta Nova in Emirates' First Class

Mirabilis Grande Reserva Tinto 2015 was selected for Emirates First Class passengers, on flights between Lisbon, Dubai and Luanda. This airline, which has the world's biggest long-haul fleet, has made a major investment in the segment of luxury and differentiation, offering the world's finest wine list.

On international flights, the Douro will be included amongst the Emirates' exclusive list of wines, with Mirabilis Grande Reserva Tinto 2015, a wine that has already won major national and international recognition. Recently, Mark Squires (of Robert Parker's team) attributed a classification of 94-96/100 points, and in Portugal it has received classifications of 19/20 points from Fernando Melo (Evasões), 95 / 100 points from the Público newspaper and 18.5/20 points from the Revista de Vinhos and Grandes Escolhas magazines.



# POMARES inspire wines for *Millennial* consumers

Quinta Nova has launched the new POMARES range, with a renewed image, targeted towards the aspirations of millennial consumers – who enjoy new experiences, travelling and socialising.

Inspired by three existing orchards in the Quinta Nova estate, the result are three appealing and authentic wines. With illustrations by the Parisian artist, Henriette Arcelin and rebranding by Omdesign, the goal is to tell the stories about these precious preserved portions of land and establish a personalised character for each wine label. A unique visual identity has thereby been created for each of the three Pomares wines.

The new label of Pomares Moscatel Galego Branco 2017 includes an illustration of the Africa orchard, highlighting the intensity of the spring aromas and summer flavours. This wine includes the Moscatel Galego Branco grape variety, which last year proved to be generous and exploded with floral, citrus and tropical aromas, with a fine, textured and transparent appearance, like filigree.

The rebranding of Pomares Branco 2017 associates the wine with an illustration of the *Marco Pombalino* orchard, revealing the freshness of high altitude grapes and elegance. The wine has rich aromas, with hints of pure fruit and succulent when tasted, thanks to a warm and quite dry year. The freshness of the grapes and the minerality of the granite have been adjusted to the fine and tense texture, thus producing a cheerful, elegant and expressive white wine.

The *Laranjeiras* orchard was chosen to illustrate the renovation of Pomares Tinto 2016, and highlighted the tension and depth of the Douro's traditional vine varieties. The wine is based on the 2016 harvest, which produced a beautiful, concentrated and succulent vintage. These conditions gave rise to a red wine with a seductive nose, pure, with fine texture, intense, magnificent balance between the fruity structure, freshness and roundness of the body.

In the opinion of Luisa Amorim, Director of the Quinta Nova estate, the three wines, due to their strong personality, will appeal to this generation of millennial drinkers whose DNA include a desire for self-expression and personalization. "Millennials like products that say something about themselves and about their relationship with wine. More than being specialists, they want to enjoy a good experience, but without any pretensions, preferably healthy and respectful of nature".



# Campana Brothers

## develop cork-based project

*"Cork has always fascinated us, not only because it is an ecological material, but because of its lightness. The texture, variety of applications and insulation enrich the possibilities of using this raw material to express new concepts and gestures"*

Humberto Campana



An initiative of the Consulate General of Portugal in São Paulo, which brings together Corticeira Amorim, the furniture company Epoca and the European Capital of Furniture brand.

The Portuguese furniture and cork industries will soon be involved in a new project in Brazil, developed by the prestigious Brazilian designers, Fernando and Humberto Campana, who have been invited to take part in the programme of Experimenta

Portugal. The 2018 edition, dedicated to the theme of Art & Culture, maintains a firm commitment to the creative affinities between Portuguese and Brazilians and to a spirit of mutual rediscovery.

Building on the success of the previous three editions, the initiative is organized by the Consulate General of Portugal in São Paulo and this year includes a partnership of Corticeira Amorim, the furniture company, Epoca, and the European Capital of Furniture brand, promoted by Paços de Ferreira Municipal Council.

In the framework of this project, the Campana Brothers studio was

challenged to reinvent and transform classic noble materials from Portugal and selected cork for this purpose. According to Cristina Amorim, Director of Corticeira Amorim: "It's a great privilege for Corticeira Amorim to be able to work with Campana Brothers on their first project using cork. We have a longstanding appreciation of the work and creativity of what we consider to be one of the world's leading design studios."

This partnership will culminate in the presentation of a special project, in São Paulo, in June, in the framework of the Programme in tribute to the Day of Portugal.