



DRAMATIC DECLINE IN CORK TAINT

The 2010 'world championship of wine', the *Concours Mondial de Bruxelles*, has added further weight to evidence of a dramatic decline in cork-related wine faults.

Of almost 7000 bottles opened at the prestigious event only one per cent were identified as being affected by 2,4,6-trichloroanisole (TCA).

Staged in Palermo Sicily in April, the competition attracted wine samples from more than 50 countries and as in previous years event organisers conducted an analysis of wine faults.

Of the thousands of wines tasted the panel of about 270 international judges rejected 120 samples. From this batch 68 were identified as being affected by TCA, commonly referred to as cork taint.

This figure represented 1.03 per cent

of wines opened and is consistent with findings from several recent wine events that have shown the incidence of cork related taint to be either at or less than one per cent.

At last year's *Concours Mondial de Bruxelles* the wine faults assessment recorded TCA at just below one per cent, representing seven years of sustained decline in line with the anti-TCA measures steadily introduced by major cork producers during this period.

"While the TCA-taint controversy is progressively dying out, the cork stopper is more than ever quality wines' natural companion," said Thomas Costenoble,

oenologist and director of the *Concours Mondial de Bruxelles*.

Late last year at WineFuture in Spain, internationally renowned wine critic Robert Parker conducted a grenache tasting for almost 600 guests at which the incidence of TCA was less than one per cent. During the event Parker stated that cork quality had clearly improved.

In January, The Great Claret Tasting — a review of over 200 Bordeaux wines from the 2006 vintage — had "hardly any cork-tainted bottles" according to a report in Britain's *Financial Times*.

And last October the Washington-based French Wine Society emphasised that cork-related taint was not an issue at its annual conference. Over 500 bottles of wine were opened and only four were affected by TCA.

The French Wine Society announcement followed a report in *Vineyard & Winery Management* by Dr Christian Butzke — a leading American professor of oenology and wine judge — that stated TCA was no longer a major problem for the US wine industry. Dr Butzke drew this conclusion after reviewing thousands of wines at the *Indy International Wine Competition*.

Oenologist Michel Rolland — widely regarded as the world's foremost wine consultant — echoed Butzke's views when he told Argentina's *Clarín* newspaper that today winemakers can use corks "without any problem".

Amorim's chairman and CEO António Amorim said the 2010 *Concours Mondial de Bruxelles* had confirmed cork's improved performance.

"In recent years several major wine competitions have demonstrated the fact that cork quality has improved significantly," he said.

"The industry has made great progress on TCA and some of cork's loudest critics are now recognising that and quietly acknowledging cork's improved performance."



→ Recent wine events confirm a significant improvement in the performance of cork closures.



→ Amorim is funding a forestry technical advisory service.

REPORT STRENGTHENS GREEN CREDENTIALS

Corticeira Amorim has continued to build on its strong environmental credentials through a series of initiatives outlined in its fourth Sustainability Report.

Among the highlights in the 2009 Sustainability Report are a 16 per cent reduction in carbon dioxide emissions over the previous year and the recycling of 662 tonnes of natural cork.

Corticeira Amorim also extended its support for sustainable cork forestry practices by funding a free technical advisory service for forest landowners.

In 2009 the company continued to promote the Forest Stewardship Council (FSC) certification system. Amorim has led the way in this area since the certification of the first cork manufacturing facilities in 2007.

The Cork Stoppers and Cork Composites business units joined Amorim Floor & Wall Coverings as members of WWF's Iberian Forest Trade Network. This worldwide network of companies promotes the responsible consumption of forest products.

"In a year that was characterised by a global economic slowdown that placed financial constraints on many companies, Corticeira Amorim has strongly reaffirmed its commitment to sustainable development," said Corticeira Amorim chairman and CEO António Amorim.

"With the support of a wide range of stakeholders we have achieved most of the environmental objectives that we set for the year under review and recorded some significant victories for the environment."

The 2009 Corticeira Amorim Sustainability Report is available at www.corticeiraamorim.com/relatorios2009

NEW TOP SERIES® SEALS WORLD'S OLDEST WHISKY

Corticeira Amorim's new Top Series® premium cork closure range is quickly making its mark at the top-end of the spirits market having been chosen to seal the world's oldest bottled single malt whisky.

Scottish whisky merchant Gordon & MacPhail recently released the Mortlach 70-year-old whisky at a ceremony in Edinburgh Castle with a price tag of £10,000 a bottle.

Its packaging has been carefully selected and comprises a stunning teardrop-shaped hand-blown crystal decanter sealed with the 'Prestige' cork stopper from Amorim's Top Series® range.

Distributed under Gordon & MacPhail's 'Generations' brand, only 54 standard size 700ml decanters with a recommended UK retail price of £10,000 each and 162 smaller decanters (200ml) priced at £2500 have been released.

Founded in 1895, Gordon & MacPhail is widely recognised as the custodian of some of the oldest and rarest single malt whiskies.

"We believe Mortlach 70 years old is a malt without comparison," said David and Michael Urquhart, the joint managing directors of Gordon & MacPhail.

The whisky has aged since 15 October 1938 in an ex-bodega sherry hogshead cask made from Spanish oak.



→ Premium packaging.

The stopper features a stylish metallic cap and silver finish carefully designed to match the decanter's shape and its striking silver base. The packaging is completed with a handmade Brazilian rosewood box.

Corticeira Amorim's director of marketing and communications Carlos de Jesus said the company was delighted to have its new product play a prominent role in the packaging of such a special whisky.

"The Top Series® range was developed to create custom-made packaging solutions for the premium sector of the spirits market utilising new technology and cutting-edge design," he said.

"The innovative and stylish packaging of Gordon & MacPhail's 70-year-old whisky is a perfect example of the type of partnerships we will continue to develop with the world's most important spirits brands."

Corticeira Amorim's Top Series® range was commercially launched early this year to meet the needs of premium spirits producers.

Developed by Amorim's Luxury Unit, the range takes advantage of natural cork's performance and sustainability attributes to provide the spirits industry with quality closures that boast strong environmental credentials.

Presented in four product segments — Prestige, Elegance, Premium and Classic Value — the range provides a wide array of closure solutions using a variety of elegant materials and state-of-the-art production techniques.

Top Series® 'Prestige' is the pinnacle of the range with the capsules developed from deluxe materials ranging from crystal to precious metals or exotic timbers.

Amorim responds to specific needs by developing innovative customised solutions that allow customers to differentiate their packaging as evident in the unique closure solution presented to Gordon & MacPhail.



→ Deluxe materials are used on Top Series® closures.



RECORK ON A STRONG FOOTING

ReCORK by Amorim, a US-based cork recycling program, continues to build momentum with the announcement of a major partnership with a Canadian shoe manufacturer, strategic agreements with leading US wine trade associations and a re-branding program that is raising its consumer profile.

ReCORK has entered into a partnership with SOLE to reclaim and 'upcycle' a portion of the billions of natural cork wine and champagne closures opened each year by US and Canadian consumers.

A leading footwear manufacturer that distributes its products throughout North America, SOLE has been working with ReCORK for 12 months and the formal agreement will dramatically expand collection efforts.

"ReCORK provided us with thousands of used corks and we did the R&D necessary to successfully come up with a cork blend in our footwear products that enhances the material properties of the footwear while extending the useful life of the cork for years to come," said SOLE chief executive Mike Baker.

ReCORK has also announced that the Walla Walla Valley Wine Alliance Board (WWVWA) has selected ReCORK to collect and recycle used and surplus natural cork closures from its 100-plus

members in Washington state.

"When you consider there are 13 billion natural corks sold into the world market each year, most of which find their way into already overcrowded landfills, it just makes sense to find new uses for this, until recently, under-appreciated resource," said Elizabeth Martin-Calder, executive director of WWVWA.

Event-based partnerships are also a feature of the program, such as the decision by the Washington State Wine Commission to select ReCORK as its natural cork recycling partner for its Taste Washington! wine and food event. ReCORK is now working with the commission on a recycling program for its 650 members.

Through partnerships such as these, ReCORK has recycled more than six million natural wine corks since 2007 with a dramatic increase in volume over the past six months.

Previously known as ReCORK America, the program has been re-branded to raise awareness of the role cork forests play as a sustainable natural resource and to increase the number of natural wine corks recycled.

Natural cork wine closures are a truly sustainable resource and one of the few forms of product packaging that is 100 per cent recyclable, renewable and biodegradable.

Visit the new ReCORK website at www.recork.org



→ ReCORK's partnership with SOLE will increase cork recycling volumes.

UK SUPERMARKETS BACK AMORIM'S FSC CORK

Two leading supermarket chains in the United Kingdom have committed to using Amorim's environmentally friendly FSC corks in 2010.

Early this year Sainsbury's announced it would become the first retailer to make all its corks Forest Stewardship Council (FSC) certified.

The move started with the supermarket's Blanc de Noirs Champagne and will include all wines, spirits and beers sealed with natural cork closures by the end of 2010.

It will make Sainsbury's the biggest user of FSC certified corks in the world.

Amorim is the sole supplier of natural cork closures to Sainsbury's and the retailer is committed to ensuring all the cork it uses comes from the most sustainably managed forests.

The Co-operative Group — which has more than 2500 food stores and supermarkets across the UK — has also committed to Amorim's environmentally

friendly closures, announcing that its own-brand wines packed at Kingsland Wines will be sealed with FSC certified corks.

The Co-operative Group intends to continue working with its supply base to



→ Leading UK supermarket chains have committed to FSC corks.

move about a third of its own-brand wines to FSC corks in 2010.

Amorim stopper division CEO Victor Ribeiro applauded the commitment by Sainsbury's and The Co-operative Group.

"The UK wine trade makes a vital contribution to the maintenance of the unique triple bottom-line balance between environmental, social and economic issues associated with the cork forests of the Western Mediterranean," he said.

"Because 70 per cent of the value-added income created by natural cork comes from its wine and champagne stopper application, the kind of leadership demonstrated by Sainsbury's goes a long way to help support a more sustainable trade.

"We are also delighted that The Co-operative Group has embraced FSC certified closures and we look forward to working closely with them as they move more of their wines to FSC corks."



DROP US A LINE

For more information about cork and/or Amorim please drop a line to:

The Editor, Bark to Bottle

Fax: +61 3 9654 3785 Internet: www.corkfacts.com

E-mail: carlos.dejesus.ai@amorim.com

IN BRIEF

AMORIM TAKES SUSTAINABILITY AWARD

Amorim has again been praised for its environmental practices, claiming an 'Outstanding Contribution to Sustainability Award' at the inaugural Drinks Business Green Awards in London.

Staged by leading UK industry publication, The Drinks Business, the awards were established to reward companies and individuals displaying leadership on environmental issues and implementing dynamic ethical practices.

A panel of judges reviewed nominees in areas such as environmental performance, training, motivational initiatives, green campaigns and ethical initiatives.

Eight companies were short-listed for the Sustainability Award category that recognised efforts to employ efficient and effective sustainable practices.

Amorim was acknowledged for the work undertaken in its production facilities and in cork forestry in order to produce the most sustainable natural cork products and improve its overall carbon footprint.

The Drinks Business also acknowledged Amorim's commitment to the environment in 2009 when it was the only closure supplier named in a worldwide 'Top 50' ranking of companies with strong environmental influence.

WORLD EXPO A SHOWCASE FOR CORK

The stunning Portugal Pavilion at the Shanghai World Expo 2010 is a showcase for natural cork. Amorim has supplied 5500m² of cork for the pavilion, which boasts a bold architectural design.

Cork is displayed on the building's facade, as a prominent element of the aesthetic design, as a flooring material and in several technical solutions. The 3640m² facade is covered with 28 thousand kilograms of insulation corkboard. Inside, Wicanders® cork flooring covers an area of 1100m².

In keeping with the Expo theme of 'Better City, Better Life', cork demonstrates

sustainable construction, shows innovation in harmony with nature and has excellent acoustic, thermal and anti-vibration insulation qualities.

Corticeira Amorim is a major sponsor of the Portugal Pavilion at Expo Shanghai 2010 which runs from 1 May to 31 October. →1

SOUL MATE COLLECTION VISITS MoMA

Amorim Cork Composites and leading Portuguese ceramic manufacturer Matceramica have launched a collection of household consumer goods under the brand name Soul Mate.

The collection, which consists of four product ranges, combines cork and faience — two raw materials with a strong Portuguese tradition. The product ranges include ceramic dinnerware, breakfast ware, kitchenware and decorative pieces.

The Soul Mate collection has been launched on the world stage. It was presented at MoMA (Museum of Modern Art) Design Store locations in New York early this year and exhibited at Tokyo's Interior Lifestyle Fair in June. →2

MOST IMPROVED SUPPLIER

Amorim Australasia has been awarded 'Most Improved' supplier status by leading Australian winemaker De Bortoli in the company's Supplier of the Year awards.

Amorim finished in second place in an analysis of all of De Bortoli's suppliers and was just 0.5 marks behind the leader with a score of 30 out of 32.

On its supplier review score sheet De Bortoli commented that Amorim had greatly improved its customer service over the previous judging period.

Although it was not taken into account, De Bortoli also acknowledged the effort behind Amorim securing Forest Stewardship Council certification.

"It is these kinds of corporate social responsibility actions that will split the difference between suppliers that are

otherwise equal in all other areas," said De Bortoli Wines quality manager Sharon Adams.

WHISTLER TREE YIELDS AGAIN

The most famous cork tree in the world has once again yielded hundreds of kilograms of high-grade cork.

Known as the Whistler Tree, the 227 year-old oak is acknowledged as the world's oldest cork tree. It gets its name from the songbirds that regularly perch on its limbs.

On average, cork oaks have an economic lifespan of 170 years and are in their prime when aged between 60 and 90 years.

The Whistler Tree continues to defy the odds with the 2009 harvest producing a massive 825 kilograms of cork. This was a significant increase on the 650 kilograms produced in 2000 when the tree was last stripped and is about 12 times the yield of an average cork tree.

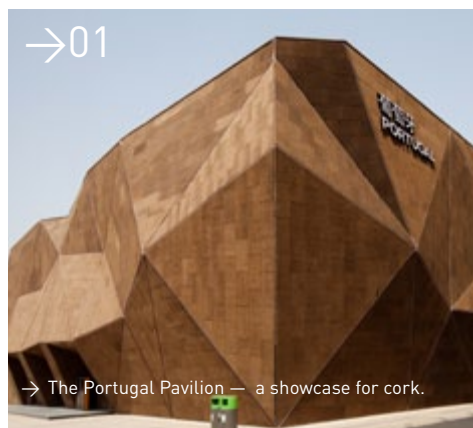
100% CORK CAMPAIGN LAUNCHED

The overwhelming preference of American wine drinkers for wines sealed with natural cork closures is being reinforced through a new promotional campaign titled 100% Cork.

The Portuguese Cork Association (APCOR) and the US-based Cork Quality Council officially launched the campaign at the 2010 Sustainable Brands Conference in California.

100% Cork aims to encourage US wine consumers to choose wine sealed with natural cork stoppers because of cork's environmental, technical and societal benefits. It will also seek to influence winemakers and retailers to choose natural cork over alternative closures.

The 100% Cork campaign website (www.100percentcork.org) asks consumers to pledge their support for natural cork, while an informative Facebook page has already attracted thousands of fans (www.facebook.com/100PercentCork). →3



→01

→ The Portugal Pavilion — a showcase for cork.



→02

→ Contemporary design — products from the Soul Mate collection.



→03

→ The 100% Cork campaign has started in the US.