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### **AMORIM SHOWCASES NATURAL CORK INNOVATIONS IN CHINA**

Amorim, the world's leading producer of cork for the wine industry, has showcased the latest innovations in cork technology at two keenly attended technical seminars in China.

Staged in Beijing and Yantai, the seminars were attended by senior personnel from a large number of wineries — including prominent producers COFCO, Changyu, Dynasty and Weilong — along with media, educators and other representatives of the Chinese wine industry.

Amorim Cork Beijing sales manager Ricardo Duarte said the seminar attendees were particularly interested in the keynote address by Amorim's director of research and development, Prof Miguel Cabral.

"The highpoint of the seminars was Professor Cabral's detailed presentation on the influence different stoppers can have on wine," Ricardo Duarte said.

"Professor Cabral explained how different closures let different degrees of oxygen into the wine and what that means to the producer and consumer."

During his presentation Prof Cabral gave a detailed explanation of Amorim's cork production processes and the unique equipment and technology that is used to deliver optimum wine closures to the market.

He also outlined the origins of the contaminant 2,4,6-trichloroanisole (TCA) and the measures Amorim has implemented to reduce its incidence in cork.

During the seminars Amorim also unveiled a new cork stopper for the Chinese market called Acquamark.

With Acquamark, Amorim has applied the latest in cork production technology to provide winemakers with a natural cork stopper featuring a water-based coating at a highly competitive price.

Fully recyclable, biodegradable and with worldwide sales already exceeding 800 million units, Acquamark is an environmentally friendly product that provides enhanced performance in sealing capacity and wine preservation.

With environmental sustainability a key issue for the global wine industry, Amorim Cork Beijing general manager Li Yao gave seminar delegates a presentation on sustainability and wine closures that included the results of a recent life cycle analysis of wine closures commissioned by Amorim and conducted by PricewaterhouseCoopers.

Amorim has been supplying corks to Chinese winemakers for more than 40 years and established an office in Beijing in 2001 in order to better service its clients and meet the demands of the growing Chinese wine industry.

International Organisation of Vine and Wine (OIV) statistics show that in 2004 China was the world's seventh largest producer of wine, while the nation's annual vintage has a growth rate exceeding 10 per cent.

"China is potentially a huge market for Amorim, with wine production and consumption in the world's most populated country increasing significantly each year," said Ricardo Duarte.

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