



TACKLING CLIMATE CHANGE

The former vice president of the United States, Al Gore, has urged the global wine industry to act immediately to tackle climate change.

Delivering the keynote address at the World Congress of Climate Change & Wine in Barcelona earlier this year, Mr Gore spoke passionately about climate change, the impact of carbon dioxide on the planet and the environmental challenges facing the wine industry.

"The wine industry really must respond to this crisis — it is here now and the crisis is growing," he said.

"However, the worst impacts of the climate crisis can be avoided if we begin to act quickly."

The two-day conference, the second organised by the Wine Academy of Spain, attracted 350 participants from more than 40 countries.

Among the audience were prominent winemakers, scientists, growers and industry executives from the world's leading wine-producing countries including France, Spain, Germany, Australia, New Zealand and the United States.

During his presentation Mr Gore congratulated those who had made the effort to attend the conference and encouraged them to spread the climate change message throughout the wine industry.

He also praised Wine Academy of Spain president Pancho Campo for raising awareness of climate change within the industry and the leadership he has shown on the issue.

Mr Gore gave examples of wineries that were playing their part in reducing greenhouse emissions by adopting environmentally friendly practices and becoming carbon neutral enterprises. However he warned that such initiatives needed to be implemented on a large scale worldwide.

The Nobel Peace Prize recipient also answered questions on issues as varied as carbon sequestration, the economic and social implications of climate change, renewable energy and measures



→ World Congress of Climate Change & Wine organiser Pancho Campo addresses the audience during a video conference presentation by Al Gore.

governments and companies can put in place in order to fight and adapt to global warming.

Amorim made a significant contribution to the conference as both a major sponsor and participant in the speaking program that comprised more than a dozen presentations by experts from different fields within the industry.

The speakers explained the nature of climate change, its impact on agriculture and more specifically its effect on vines and the options available to growers and winemakers.

Other presentations examined the carbon dioxide emissions generated during wine production and the various ways wineries can reduce their carbon footprint including carbon dioxide capture and storage.

International Organisation of Vine and Wine (OIV) president Peter Hayes outlined the organisation's plans to fight climate change and raise awareness of environmental issues throughout the industry.

Amorim's director of marketing and communications Carlos de Jesus delivered an address titled *Natural Cork — a wine industry contribution to sustainability*.

The presentation outlined cork's performance on sustainability grounds and explained how cork oak forests retain some 14 million tons of carbon dioxide a year.

Corticeira Amorim chairman and CEO António Amorim said he was pleased the company could contribute to the World Congress of Climate Change & Wine.

"We were very keen to be involved in this event as part of our efforts to preserve the environment and promote sustainable development," he said.

"The cork oak ecosystems of the Mediterranean play an important role in combating climate change and as the leader in the industrial cork business we have a responsibility to ensure those forests continue to play that role.

"One way we can do that is by explaining and demonstrating the natural qualities of cork and its crucial role in carbon dioxide retention, preserving biodiversity and combating desertification."

For further information on the second World Congress of Climate Change & Wine including copies of presentations and videos of some of the addresses visit www.climatechangeandwine.com



CORK INTERIOR FOR FUTURE MERCEDES

Mercedes-Benz has unveiled its vision for a future luxurious touring sedan — complete with an environmentally friendly cork interior.

The stunning F 700 concept car made its international debut at the Frankfurt Motor Show, the world's largest motoring industry exhibition.

Mercedes-Benz promotes the overall environmental friendliness of the vehicle with one of the most striking features being a natural interior of leather and cork.

The motoring giant said the car's innovative and spacious interior design enables an entirely new and very comfortable mode of travel.

"With the F 700, Mercedes-Benz shows what the big touring sedan of the future will look like. It offers environmentally compatible mobility combined with utmost comfort and an effortlessly superior drive," said Professor Dr. Herbert Kohler, responsible for Group Research & Advanced Engineering Vehicle and Powertrain at DaimlerChrysler.

Mercedes-Benz describes the car's interior as "a harmonic balance between technology and nature" with open-pored cork used for the door liners, the roof lining and the centre console, which runs all the way through the interior.

Due to the use of natural materials like leather and cork and a harmonious brown and beige colour scheme, the interior makes an elegant and light impression and appears very upmarket with a strong quality feel.

Cork is undergoing a renaissance in commercial applications with many companies

turning to the unique natural material for a wide range of state-of-the-art products.

For example, Griffin Technology, a company that manufactures accessories for Apple's popular iPod and iPhone, recently released a hard-shell natural cork case for the iPhone.

And Portugal's postal authority, CTT, has issued the world's first postage stamp made entirely from cork.

Designed by Portuguese engraver Joao Machado, the stamp depicts a cork tree on a hill and has a face value of one euro.

Made from wafer-thin 'paper cork' and just 0.35mm thick, every stamp is unique due to the cellular structure of cork.

The initial print run of 230,000 sold out in a matter of months as collectors worldwide quickly snapped up the remarkable postage stamp.

In his role as chairperson of the Portuguese Cork Association (APCOR), Corticeira Amorim chairman and CEO António Amorim attended the official unveiling of the stamp at Lisbon parliament.

During his presentation Mr Amorim outlined how the cork industry was diversifying into building, aeronautics, automobile manufacturing and other sectors.

At the start of this year Corticeira Amorim announced the creation of Amorim Cork Research, a business unit designed to 'meet the innovation challenge'.

Amorim Cork Research is exploring new applications for cork including the development of new products and innovative commercial solutions.



→ Amorim has introduced Spark One for 'everyday bubbles'.

SPARK ONE UNVEILED

Amorim has added a new high performance cork stopper for sparkling wine to its extensive product portfolio.

Called Spark One, the innovative closure is designed for 'everyday bubbles' and was unveiled at the 22nd SIMEI exhibition in Milan, Italy.

Staged biennially, SIMEI is the world's biggest oenological and bottling equipment exhibition. Amorim Cork Italy established an impressive stand at the exhibition, portraying an exclusive club with a Spark One theme.

Carlos Santos, the general manager of Amorim Cork Italy, said more than 1000 guests visited the Amorim stand where they enjoyed the opportunity to try special wines with gourmet Italian food while learning about Spark One.

Developed specifically for early consumption sparkling wines, Spark One is made entirely from cork micro-particles. It provides excellent mechanical performance, is highly robust and very easy to use.

Importantly, Spark One guarantees strong pressure resistance — possibly the most important factor for sparkling wine closures — and an excellent level of cleanliness thanks to Amorim's exclusive ROSA process.

Developed over many years of research, ROSA removes the contaminant 2,4,6-trichloroanisole (TCA) from cork using 'controlled steam distillation'.

Spark One is also environmentally friendly. Like all natural cork closures, it is renewable, recyclable and biodegradable and plays an important role in carbon dioxide retention.

For further information visit www.sparkone.net



→ The F 700 features a natural interior of leather and cork.



→ The stunning Mercedes-Benz F 700 concept car.



→ Portugal has issued the world's first cork postage stamp.



GLOBAL ACCLAIM FOR SUSTAINABILITY REPORT

The first Sustainability Report issued by Corticeira Amorim has won a commendation in the global CR Reporting Awards 2007.

Developed by CorporateRegister.com, the CR (corporate responsibility) Reporting Awards involved 300 companies from 40 countries representing 39 different business areas. Winners in nine separate categories were announced in Berlin in early March.

In the 'Openness and Honesty' category, a sector that lies at the heart of sustainability issues, Amorim's submission was distinguished as one of the world's top three entries.

According to CorporateRegister.com: "It is often difficult to assess the truth. This distinction is awarded to the clearest reports, which convince us of the true realities existing within each company."

Corticeira Amorim chairman and CEO António Amorim said he was proud that the company had received international recognition for the manner in which it communicated its sustainability policies.

"While a culture of sustainability has guided Amorim's business activity since the 19th century, this was the first time that we had conducted a review of our performance in this area and stated our sustainable development policies," he said.



Corticeira Amorim's success in the 'Openness & Honesty' category placed it in the top three with corporate giants Bayer and Nike.

The company was also well regarded in the category that acknowledges the 'Best First Time Report' with a fifth placing and finished in sixth place from 167 entries for the 'Relevance and Materiality' of its Sustainability Report.

Corticeira Amorim released its first Sustainability Report in August last year.

The report highlighted the fact that cork oak forests and the natural cork products

derived from the forests are a major carbon sink. It also showed that cork's role in carbon dioxide retention and the environmentally friendly business practices of leading cork producers such as Amorim place the cork industry at the forefront of sustainable development.

Despite being available for less than five months, Amorim's Sustainability Report was the most popular item downloaded from the company's *Corkfacts* website in 2007 with more than 4300 copies requested.

A full copy of Corticeira Amorim's 2006 Sustainability Report is available at www.corticeiraamorim.com/en

WRAP STUDY FOCUSES ON CARBON EMISSIONS

A study by the UK-based Waste & Resources Action Programme (WRAP) has revealed that the carbon impact of bottling wine in light glass bottles with a high recycled content compares favourably with using PET containers.

The WRAP report looked at the carbon impact of production and transportation of 750ml glass and PET wine bottles. It established that significant reductions in carbon dioxide (CO₂) can be made through reducing the weight and increasing the recycled content of glass bottles.

In its report summary, WRAP said: "Lightweighting bottles has been shown to have benefits in terms of CO₂ savings from transport of loads. Consequently, reducing glass bottle weight reduces the quantity of CO₂ emissions associated with wine packaging."

The study showed that a 54g PET container came out only marginally lower than a 365g glass bottle when using the medium estimate for glass production emissions. The higher carbon

dioxide emissions arising for PET from manufacture offset much of the savings obtained from its low weight.

In both scenarios, excluding or including end-of-life, the emissions attributed to the 54g PET bottle lay within the range of emissions attributable to the 365g glass bottle.

"This is an important piece of work that demonstrates the positive environmental impact of lightweighting and the incorporation of recycled content," said Richard Swannell WRAP director of retail and organics programmes.

"It will help inform the wine, packaging and retail industries on the environmental impact of their packaging choices."

Amorim's director of marketing and communications Carlos de Jesus said the findings were an important contribution to the emerging debate on using plastic wine bottles versus glass to reduce carbon dioxide emissions.

"When you add cork's net carbon dioxide retention to the equation it is clear that a

lightweight glass bottle with a high recycled content sealed with a natural cork is a winner for the environment," he said.

"This combination also retains the premium positioning that can only be achieved with wine packaged in a glass bottle sealed with a natural cork."

The full WRAP study report is available at www.wrap.org.uk/retail





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IN BRIEF

CORK GOES BROADWAY

Amorim Cork America has supplied 5000 corks for the world's first wine tasting musical, the off-Broadway production *Wine Lovers – The Musical*.

"At first we thought the request was very strange," said general manager Daryl Eklund. "When it was explained that the corks would be integral to the set design and part of the theme of wine and romance, how could we say no."

Wine Lovers – The Musical is a unique interactive experience that allows audiences to taste six wines while learning about the joy of wine and love. The play revolves around two mismatched students and their journey of discovery at a wine class.

"Using natural cork as a background added greatly to the play," said Julian Brizzi, the show's general manager. "When you think of romance, history, and the ritual of wine, natural cork is one of the first things that comes to mind." → 01

STRONG POSITION IN CHINA

Amorim continues to build market share in China with its Beijing office actively promoting the benefits of Amorim's global leadership in the cork industry.

In an industry landmark initiative, an advertisement in the Mandarin language featuring leading winemakers from seven major wine-producing countries will soon appear in Chinese publications.

Amorim Cork Beijing sales manager Ricardo Duarte says Amorim has been supplying corks to Chinese winemakers for more than 40 years.

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

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. → 02

GERMAN RETAILER PROMOTES CORK

Leading German supermarket chain, Kaufland, has initiated an in-store 'wine and cork promotion' to communicate its positive environmental practices.

The promotion provided consumers with information on cork stoppers and gave them a chance to win a trip to the cork forests of Portugal.

"The purpose of the event was to provide our customers with an environmental perspective on natural cork wine closures and how the choices they make do indeed count," said Pasquale Rizzo, sales director for Kaufland.

"We also want our customers to understand our commitment to the environmental movement and sustainable business practices."

Kaufland has been collecting used natural wine corks for more than 15 years in support of a charity that helps members of the community with epilepsy. The recycled corks are processed into insulation material.

The Kaufland promotion was co-sponsored by the German Cork Association (DKV) and Portuguese Cork Association (APCOR).

CERTIFICATION FOR ITALY

Amorim Cork Italy has been certified by the British Retail Consortium/Institute of Packaging (BRC/IOP), making it the first wine closure company in Italy to receive the demanding food packaging certification.

General manager Carlos Santos said the certification was important for customers who are exporting wines to countries where the BRC/IOP quality standard is requested — particularly the United Kingdom.

"The BRC/IOP audit process has encouraged us to review and improve our quality procedures and the performance of our staff in relation to sanitary, environmental and safety standards," he said.

The BRC/IOP Standard is a guideline for manufacturers of food packaging. It addresses both hygiene management and quality control in line with HACCP (Hazard Analysis and Critical Control Points) principles. Amorim Cork Italy received HACCP certification in 2004.

FAIRHILLS SUBMITS BEST PHOTO

Fairhills, a popular wine brand in South Africa's Origin Wine range, has won the International Amorim Photographic Competition.

The photographs were taken at the Fairhills craft project and crèche in Rawsonville where the company is involved in various community projects.

"This annual competition is open to our clients in all countries," said Corticeira Amorim executive director Nuno Barroca.

"The level of community involvement demonstrated by Fairhills aptly illustrates the goodwill South African producers plough back into their industry."

As the prize, Amorim will build a playground at the craft project's coffee shop.

"Being part of the Fairtrade initiative, we are committed to investment in the welfare of the communities where our wines are produced," said Origin Wine CEO Bernard Fontannaz. → 03

ACADEMY PRIZE AWARDED

Alexandre Pons, a 33-year-old student at the University of Bordeaux, has won the 2007 Amorim Academy Grand Prix for his work titled *Research on premature ageing of dry white wines*.

Pons identified a precursor of sotolon, a volatile flavour compound that is typical of oxidised white wines. His work also showed that closures that limit oxygen permeability prevent premature ageing of white wine.

Previous studies at the University of Bordeaux have suggested that natural cork closures are the most suitable for post bottling wine development due to their intermediate levels of oxygen ingress.



→01

→ Amorim supplied 5000 corks for the set of *Wine Lovers – The Musical*.



→02

→ Building market share in China.



→03

→ Another reason to smile — Fairhills won the Amorim photo competition.