



## STUDY VALIDATES CORK'S GREEN CREDENTIALS

The results of an independent life cycle analysis of wine closures conducted by PricewaterhouseCoopers clearly demonstrate that natural cork is the best wine closure in terms of environmental performance.

The year-long study found that CO<sub>2</sub> emissions — a key factor in global warming — resulting from the life cycle of a screwcap are 24 times higher than those from a natural cork stopper, while a plastic stopper is responsible for 10 times more CO<sub>2</sub> than a natural cork.

"Corticeira Amorim commissioned an environmental impact assessment on the main products we manufacture, including natural cork wine stoppers," said chairman and CEO António Amorim.

"Our objectives were to identify opportunities to improve the environmental performance of cork stoppers and provide the wine industry with detailed figures in relation to the full environmental impact of different closures.

"The research results highlight the environmental benefits of natural cork stoppers over alternatives."

The study found that CO<sub>2</sub> emissions during the life cycle (production, transport, associated packaging and end of life) of 1000 cork stoppers amounts to 1,533g of carbon dioxide equivalent (CO<sub>2</sub>e) over 100 years, while the figure for plastic stoppers is 14,833g of CO<sub>2</sub>e per 1000 stoppers and for screwcaps 37,172g of CO<sub>2</sub>e per 1000 stoppers.

The figures include allowance for transporting closures to the UK market for bottling. Under this model, cork stoppers are transported from Portugal, plastic closures from Belgium and screwcaps from France. The figures also account for the use of a PVC capsule that typically covers the top of a bottle sealed with a natural cork or synthetic closure.

The study included analyses of seven key environmental indicators: the emission of greenhouse gases; consumption of non-renewable energy; consumption of water; contribution to the acidification of the atmosphere; contribution to the deterioration of the ozone layer; contribution

to eutrophication (nutrient build-up); and production of solid waste.

Cork stoppers emerged as the best alternative against six indicators and were placed second, behind aluminium closures, in relation to water consumption.

The PricewaterhouseCoopers study underwent a critical review by three independent entities, including a life cycle analysis expert, and was conducted in line with ISO 14040 and 14044 standards. Under these standards, the least favourable scenario for the promoter of the study (Corticeira Amorim) was taken at all times.

In addition, the analysis did not consider the environmental impacts associated with the process of transforming aluminium into screwcaps and raw materials into plastic stoppers.

In 2006 and 2007 Corticeira Amorim prepared sustainability reports that highlighted the crucial role of cork forests in carbon dioxide retention, preserving

biodiversity and combating desertification as well as the role of cork manufacturing in sustainable development.

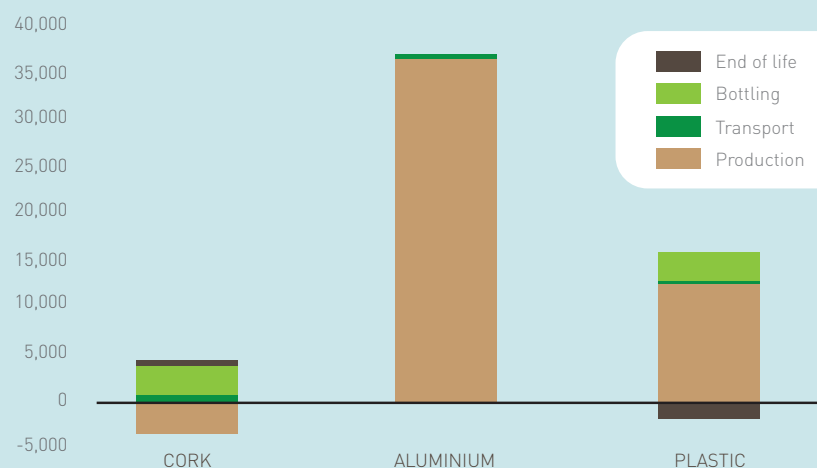
Mr Amorim said commissioning the life cycle analysis added to the company's strong knowledge-base on sustainability issues relating to its products.

"Many sectors of the global wine industry are working hard to reduce their environmental impact and this study again highlights the role that natural cork can play in that process," he said.

"Natural cork is the only closure option for winemakers, distributors and retailers that want to minimise their carbon footprint and adopt best practices in relation to environmental performance. We are their natural CO<sub>2</sub>-retention partner in these efforts."

*The 2008 PricewaterhouseCoopers life cycle analysis report and a summary presentation are available at [www.corkfacts.com](http://www.corkfacts.com) and [www.amorim.com](http://www.amorim.com)*

IPCC - Greenhouse effect (g CO<sub>2</sub> eq./1000 closures, direct 100 years)



→ The CO<sub>2</sub> emissions due to cork stoppers are significantly lower than alternative closures.



# AMORIM MAKES GREEN TOP 50

Amorim is the only closure supplier in a global 'top 50' ranking of companies with strong environmental influence, released by major UK drinks trade publication 'the drinks business'.

The world's leading natural cork producer was acknowledged for "its commitment to forest preservation, biodiversity and land stewardship through its analysis of stopper materials and their environmental footprint".

Amorim also won praise for "promoting the green benefits of cork and working with the WWF on Forestry Stewardship Certification".

'The drinks business' highlighted the hundreds of thousands of website 'hits' on Amorim's international 'Save Miguel' campaign and the thousands of virtual cork oaks planted by members of the public as a result of the internet-based promotion.

Amorim ranked 25 on 'The Green List',

which made its debut in the publication's January 2009 edition.

The criterion for securing a place was the extent to which a company influenced the public on green issues. As a result, retailers dominated the highest rankings with the UK's Tesco taking out the number one spot, followed by US-based Wal-Mart and French international retailer Carrefour.

Corticeira Amorim's chairman and CEO António Amorim said he was pleased that Amorim had received this important trade recognition for its commitment to the environment.

"This report acknowledges a number of organisations that are working hard to reduce their environmental impact and in the process are influencing consumers on green issues," he said.

"We are pleased Amorim has been ranked amongst them and were delighted to see several Amorim customers acknowledged for their green credentials."

Among the leading international wine companies named on 'The Green List' were Torres, Foster's, Concha y Toro, Constellation Brands, Vranken-Pommery Monopole, Freixenet, Diageo and Pernod Ricard.

For further information on Amorim's green credentials visit [www.corkfacts.com](http://www.corkfacts.com)



→ 'The drinks business' has acknowledged Amorim for its green credentials including its commitment to biodiversity.

# FSC ACCREDITATION EXTENDED

Amorim continues to build on its Forest Stewardship Council (FSC) accreditations under the stringent Rainforest Alliance Smartwood Program with four cork processing business units and two sales operations now holding 'chain-of-custody' certification.

Recently Amorim Cork America and Amorim Cork South Africa became the first sales companies to receive the prestigious acknowledgement for their positive environmental practices.

The four certified business units in Portugal include two main units in raw materials, the cork stoppers unit and another in cork composites.

The Forest Stewardship Council is a non-profit organisation devoted to encouraging the responsible management of the world's forests. It sets standards that ensure forestry is practiced in an environmentally responsible, socially beneficial and economically viable way.

"FSC certification means we must operate under a very strict set of environmental standards that ensure our cork products are manufactured according to a prescribed chain of custody that begins in the forest and continues until the closure is sold to

the winemaker," said Daryl Eklund, general manager of Amorim Cork America.

"It gives our customers confidence that the natural corks they buy from us come from solid, sustainable practices where cork forests are protected and where workers are appreciated for their knowledge and craft."

Amorim has also joined forces with retail chain Woolworths in South Africa to offer wines closed with natural cork harvested from FSC-certified forests. Natural corks

branded with the FSC logo can be found in Woolworths' range of organic wines throughout the Republic.

Ivan Oertle, from Woolworths' wine and beverage buying department, said procuring South Africa's first FSC corks was part of the company's 'Good Business Journey'.

"Woolworths has committed to sourcing all its wood-based packaging materials — such as cork — from certified sustainable sources," said Mr Oertle.

In addition to the significant improvement in the quality of cork in recent years, Mr Oertle pointed to the positive environmental role that gives cork an edge over other closures.

"Cork is a natural material that has been used for thousands of years to seal wine containers and it has a great performance record," he said.

"Factors such as cork's low carbon footprint and certified sustainability are very much part of our Good Business Journey. Using FSC corks underscores our commitment to responsible business practices, which we want our customers to be part of, as well as helping to change the way people buy and use materials in general."



→ Amorim Cork South Africa is delivering FSC certified corks to Woolworths.



→ Amorim's Carlos de Jesus (left) assists Laithwaites founder Tony Laithwaite in planting a cork oak.

## DIRECT WINES SUPPORTS CORK

Direct Wines, the world's largest independent wine merchant, has entered into a partnership with Amorim that will see dozens of new cork oaks planted each year in Portuguese forests.

Amorim will plant the cork oaks on behalf of Laithwaites — one of several Direct Wines brands — in a move that underscores the United Kingdom-based wine merchant's commitment to the use of natural cork.

"We are really pleased to be starting this initiative with Amorim," said Laithwaites chairman Tony Laithwaite.

"We have had a successful working partnership with them for over a decade and setting up this scheme will see us help them preserve cork oak trees that stretch throughout seven different countries in two continents."

As part of the partnership Laithwaites has installed recycling bins at its outlets throughout the UK to collect used corks. Amorim will use the corks to produce a myriad of products, ranging from eco-friendly flooring to designer shoes.

Both the tree planting and cork recycling initiatives emphasise the contribution the wine industry can make to the protection and maintenance of the Western Mediterranean cork forests.

"I congratulate Tony Laithwaite for his leadership on such a crucial issue," said Carlos de Jesus, Amorim's director of marketing and communications.

"Mr Laithwaite has long understood that cork and wine make sense together, not just because of tradition or complex wine technicalities, they also materialise the kind of sustainability balance that everybody is now talking about."

# 'SAVE MIGUEL' WINS GLOBAL APPEAL

An innovative educational campaign promoting the environmental qualities of cork oak forests and natural cork products has quickly secured a strong global presence.

Launched by Amorim in Australia last August the 'Save Miguel' campaign — which features an educational website and online video presented by Hollywood actor Rob Schneider — spread rapidly, reaching thousands of consumers worldwide.

In just three months, the online video content associated with the campaign was viewed more than 450,000 times.

The Save Miguel website ([www.savemiguel.com](http://www.savemiguel.com)) attracted 50,000 unique visitors in its first month online. It continues to attract strong support, averaging 5000 unique visitors a month to take the total to-date to more than 85,000.

At the same time, a FaceBook group has attracted more than 4000 members — strangers united over the internet by their support for natural cork. Dozens of blogs all over the world have established links to Save Miguel content and interest in the campaign continues to build.

In the Save Miguel video, Rob Schneider embarks on a quest to find 'Miguel' and save him. Following an amusing journey he discovers that Miguel is in fact a mature cork oak tree, deep in the heart of the Portuguese forests.

"The video might be light-hearted but it has a serious message about climate change," said Carlos de Jesus, Amorim's director of marketing and communications.

"The educational component of this campaign is designed to inform consumers of the social, environmental and economic benefits of using cork products, and in particular the positive impact of purchasing wine with natural cork closures."

Environmentalists argue that a decline in cork manufacturing — which could result from an increase in the use of alternative wine closures — would jeopardise the future of cork forests and lead to a loss of habitat and increased emissions of CO<sub>2</sub>.

It is estimated that the cork oak forests of the Mediterranean basin help offset a massive 10 million tonnes of CO<sub>2</sub> every year, making them a significant carbon sink.

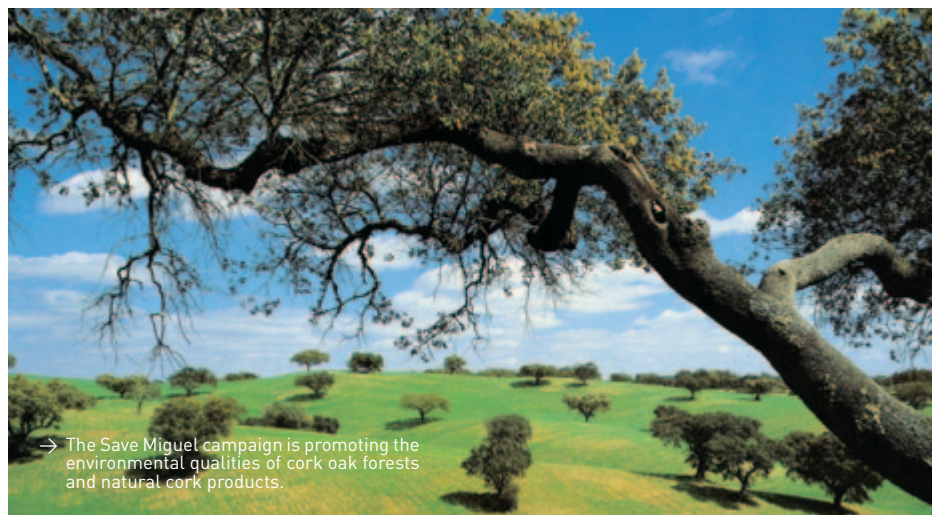
The forests also support a great natural biodiversity and prevent soil degradation across large areas of Portugal, Italy, Spain and North Africa.

The production of cork wine stoppers creates thousands of jobs and it has been estimated that more than 100,000 people in the Mediterranean depend directly and indirectly on the cork industry.

"Natural cork is the only wine closure that is truly environmentally friendly — renewable, recyclable and biodegradable, it also plays an important role in carbon dioxide retention," Mr de Jesus said.

"And with the global wine industry placing greater emphasis on environmental sustainability Amorim, as the world's leading cork producer, can play an important supportive role in those endeavours."

*For more information on the Save Miguel campaign visit [www.savemiguel.com](http://www.savemiguel.com)*



→ The Save Miguel campaign is promoting the environmental qualities of cork oak forests and natural cork products.



## DROP US A LINE

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

## ITALY SELLS 200 MILLION CORKS

Amorim Cork Italy sold its 200 millionth cork stopper recently. Achieving this milestone illustrates Amorim's strength in one of the world's most competitive and influential wine markets as well as the role cork plays in the Italian wine industry.

Amorim Cork Italy and Corticeira Amorim acknowledge the trust and confidence Italian winemakers have placed in Amorim's products and reaffirm their commitment to the growth of Italy's wine trade.

## PETITION EXCEEDS TARGET

An online campaign by the French Cork Federation in association with the Portuguese Cork Association (APCOR) has attracted over 14,000 signatures to a petition supporting cork and cork forests.

The campaign originally aimed to secure 10,000 signatures — a figure that would save 1500 cork trees, the equivalent of 7.5 hectares of cork oak forests.

The French Cork Federation and APCOR are funding the sustainable management or planting of one cork tree for every six signatures received on the campaign website at [www.petitionpourleliege.org](http://www.petitionpourleliege.org)

Both organisations are working with the Mediterranean Institute of Cork — a group involved in the sustainable management of cork forests in southern France.

Yann Arthus-Bertrand, chairman of environmental organisation GoodPlanet, and Jean-Marie Pelt, chairman of the European Institute of Ecology, are supporting the campaign. →1

## INTERNATIONAL OFFICES CERTIFIED

Amorim offices throughout the world continue to build on the company's certification record in quality management, food packaging, ethical trade, environmental management, forest stewardship and occupational health and safety.

Spanish affiliate Victor Y Amorim has been awarded ISO 22000 food safety

certification for the finishing and distribution of cork stoppers, while Amorim Australasia has secured HACCP accreditation for food packaging.

## CORK LESSON FOR WINE LOVERS

Nearly 6000 wine lovers gathered at London's Sunday Times Wine Festival 2008 for the opportunity to taste a selection of over 300 wines from 17 countries. Organised by specialist wine merchant Laithwaites, Amorim was invited to participate to update patrons on wine closures.

"Our customers have knowledge and appreciation of wine, as well as a high expectation of the quality which we continue to deliver. This also incorporates aspects of packaging as part of the overall experience," said Ann Linder, general manager production and development at Laithwaites.

"The vast majority of our customers have an obvious affinity towards natural cork. Whilst they already accepted a natural wine and cork association, linking with its tradition and heritage, they were fascinated to learn more about cork's history, processing, functionalities and positive environmental impact."

## A SPARKLING FIRST

Claiming top honours in the 2008 Amorim Cap Classique Challenge in South Africa was doubly sweet for producer J.C. Le Roux — not only did their 2006 pinot noir rosé beat 47 other entrants, it was the first pink sparkling wine to win the annual taste-off.

The winner was the maiden bubbly produced by cellarmaster Elunda Basson. However it is not the first success for J.C. Le Roux as the winery won in 2006.

Méthode Cap Classique (MCC) is one of the most successful sectors in the South African wine industry with sales growing from 701,000 litres in 2001 to 1.77 million litres in 2007.

"By supplying 70 per cent of cork stoppers used by South Africa's MCC producers Amorim is at the coalface of this most exciting part of the local industry," said Amorim Cork South Africa general manager Joaquim Sa. →2

## CORKXEDO A WINE SHOW STOPPER

California-based wine enthusiast Dave Hamilton has taken his love of wine to extraordinary lengths by making a tuxedo out of used wine corks.

The unique formal wear comprises 686 corks in the dinner jacket and 181 in the accompanying top hat, with a further 24 in a cane. It took approximately 800 hours to make over 10 months.

"The idea came while soaking in a hot tub with a glass of wine and thinking of an art project for the annual Burning Man Art Festival in Nevada," said Dave Hamilton.

More than 240 wineries are represented with the oldest cork from a bottle of 1935 Chateau Lynch-Bages. The corkxedo has its own website at [www.corkxedo.com](http://www.corkxedo.com) →3

## SUBSCRIBE ONLINE

In line with its environmental policies, Amorim is urging recipients of its 'Bark to Bottle' newsletter to subscribe to the publication online.

Now in its 24th edition, the newsletter has proven to be a popular resource with total global circulation exceeding 20,000. Available in English, German, French and Spanish, 'Bark to Bottle' is distributed in hard copy by Amorim offices and can be obtained directly by email. Past editions can be downloaded from [www.corkfacts.com](http://www.corkfacts.com)

If you receive the hard copy version of 'Bark to Bottle' and would like to receive it electronically in future, send your full name, email address and country to [barktobottle@clifongroup.com.au](mailto:barktobottle@clifongroup.com.au) and ask to be removed from the hard copy distribution database.



→ Petition signatures lead to new cork trees.



→ J.C. Le Roux cellarmaster Elunda Basson with Amorim's Joaquim Sa.



→ Dave Hamilton proudly dons the corkxedo at a wine festival in California.