

## **AMORIM SUPPORTS EUROPEAN WINE BLOGGERS CONFERENCE**

Amorim has continued its support of the annual European Wine Bloggers Conference (EWBC), with a 'gold sponsorship' of the 2009 event.

The conference was held in Lisbon, Portugal, from 30 October to 1 November and brought together bloggers of all backgrounds including winemakers, wine writers, marketers, retailers and distributors.

The 2009 conference theme was 'The Future of the Social Wine Brand'. Over 120 participants from 14 countries gathered to discuss current and future innovations in the wine industry and the impact of social media.

Several panel sessions addressed topical subjects for online wine communicators and there were a number of smaller group sessions.

Conference attendees were also given the opportunity to tour a Portuguese cork forest and visit Amorim's cork stopper manufacturing plant at Coruche.

"Wine blogging has become an integral part of everyday communication, therefore, we want to ensure that everyone from importers to producers alike understand how to approach and deal with this increasingly influential sector of the wine industry," said Gabriella Opaz, owner of Catavino.net and co-organiser of the EWBC.

This is the second year that Amorim has supported the EWBC event, which was founded and organised by Gabriella and Ryan Opaz of Catavino.net and Robert McIntosh of The Wine Conversation.

The 2008 conference, in La Rioja, Spain, was the first international event for wine bloggers and the first of a growing series of events under the 'Wine Bloggers Conference' banner. In addition to the European event, there is an annual US conference based in California.

"Blogging and other social media tools are dramatically changing the way we share information with our stakeholders and write about wine," said Amorim's director of marketing and communications, Carlos de Jesus.

"Given the importance of global information sharing to our business, events such as the EWBC are very important to us."

In 2008, Amorim successfully implemented an award-winning, online media

campaign to raise awareness of the important role cork forests play in our delicate ecosystem. Called, 'Save Miguel' ([www.savemiguel.com](http://www.savemiguel.com)), hundreds of thousands of consumers from around the world took the opportunity to use tools such as YouTube, Facebook and Flickr to obtain information about natural cork and its unique environmental advantages.

Amorim's green credentials are significant. It was the first packaging company in the world to obtain FSC-accreditation and the first company in the cork industry to go on record with a sustainability report three years in a row. The company's 2008 report was awarded top honours from [CorporateRegister.com](http://CorporateRegister.com) and the company received a 'top 25' environmental ranking from *Drinks Business*, a major UK drink trade publication.

For more information about the EWBC and its organisers, please visit [www.winebloggersconference.org/europe](http://www.winebloggersconference.org/europe), [ww.catavino.net](http://ww.catavino.net) or [www.wineconversation.com](http://www.wineconversation.com).

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