



AMORIM CORK

## A History to Preserve campaign

### **SOGRAPE AND AMORIM CORK JOIN FORCES IN CAMPAIGN TO RAISE AWARENESS OF CORK STOPPER RECYCLING**

**Press Release 06/09/2023 - Sogrape, in partnership with Amorim Cork, is promoting "A Story to Preserve" campaign, which will run from today during the Wine Fairs to raise consumer awareness of the importance of recycling cork stoppers and aims to reach around 200 points of sale in Continental Portugal and Madeira.**

Cork stoppers are biodegradable and absorb CO<sub>2</sub>, but their life doesn't end once a bottle has been opened. By recycling and reusing materials, the life cycle of the cork stopper can be extended, contributing to the preservation of the environment and a better world.

This is why Sogrape and Amorim Cork, the two largest Portuguese companies in their respective sectors, have created the "A Story to Preserve" campaign, which aims to capitalise on one of the biggest visibility moments of the year in the wine category to raise consumer awareness of the importance of recycling cork stoppers.

The campaign aims to reach around 200 points of sale and will also include an area in around 40 shops where consumers can deposit their cork stoppers, which will then be sent to Amorim Cork for recycling and the start of their next life cycle in the form of countless other industrial cork applications.

According to Mafalda Guedes, Head of Corporate Communications & Sustainability at Sogrape, *"protecting, respecting and preserving the places where we are is a concern that has always existed at Sogrape. This partnership with Amorim Cork responds to one of the commitments of our Global Sustainability Approach - Seed the Future - which is to advance nature conservation, with solutions based on Circularity, to pave the way for a healthier planet"*.

Luís Esteves, Amorim Cork's Co-CEO, said, *"this is an important step in a partnership that began several decades ago, where Sogrape's demands in terms of technical performance and innovation have always been a huge motivation for all of us at Amorim Cork. This recycling initiative we are announcing today reinforces this partnership in a very illustrative way, closing the circularity of our products, which is crucial in our respective sustainability strategies."*

## About Sogrape

Founded in 1942 by Fernando Van Zeller Guedes, Sogrape was born to demonstrate the quality of Portuguese wines to the world. From a single winery in the Douro Valley focused on the production of Mateus Rose, this family company has become global, with presence in more than 120 markets, owning c. 1,600 hectares of vineyards in Portugal, Spain, Chile, Argentina, and New Zealand.

Moved by the purpose of *bringing Friendship and Happiness to everyone it touches through its wonderful wines*, the family spirit and the peak performing team culture lived at Sogrape are key in the successful path that it has been building for almost 80 years.

Under the leadership of Fernando da Cunha Guedes, current President and 3rd generation of the founding family, the leading company in Portugal aims to spread Sograpiness through the world and be affirmed as a catalyst for positive societal change, respecting the limits of the planet in the construction of a more sustainable and inclusive future.

## About Corticeira Amorim

Corticeira Amorim is the world's largest cork processing group. Founded in 1870, the company has dozens of business units spread across five continents, exports numerous products to more than 100 countries and has a diversified network of 29,000 customers. Based on its strong sustainability credentials, and an activity with a positive impact on climate regulation, Corticeira Amorim provides a range of solutions, materials and items for some of the most technological, disruptive and demanding activities in the world, such as the aerospace, automotive, construction, sports, energy, interior design and wines, sparkling wines and spirits industries. Its subsidiary in the stoppers area, Amorim Cork, sold around six billion cork stoppers in 2022. Adding value to cork in a competitive, differentiated and innovative way, in perfect harmony with nature, is the mission of Corticeira Amorim, which recorded €1.02 billion in consolidated sales in 2022.