

# WINE&CORK

A MATCH MADE  
IN HEAVEN  
CULTURE, NATURE,  
FUTURE.



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MAKING A WINE, A GREAT WINE,  
REQUIRES PASSION AND WISDOM.  
IMPRISONING ITS MANY FLAVOURS AND  
AROMAS IN A BOTTLE REQUIRES  
KNOWLEDGE AND, ABOVE ALL, A SEAL  
OF UNQUESTIONABLE QUALITY.  
A STOPPER OF THE PUREST CORK.

**TRUST  
PRODUCERS  
AND CONSUMERS.  
THERE ARE CHOICES  
THAT ARE  
UNQUESTIONABLE.**



THE BEST WINE PRODUCERS  
IN THE WORLD PREFER  
CORK STOPPERS.

AND TRUE CONNOISSEURS  
OF WINE DO NOT WANT TO  
FORGO THE RITUAL OF  
OPENING A BOTTLE WITH  
A CORK STOPPER.

BECAUSE CORK STOPPERS  
ARE A DETAIL THAT MAKES  
THE DIFFERENCE.

**TRUST NATURE.  
IN ADDITION TO ITS QUALITY  
AND AUTHENTICITY, CORK  
IS A SUSTAINABLE PRODUCT.**

THE CORK EXTRACTED FROM CORK OAKS, APART FROM  
NOT HARMING THE NORMAL DEVELOPMENT OF THE SPECIES,  
IS A RAW MATERIAL

**100% NATURAL  
100% REUSABLE  
100% RECYCLABLE**

**SO, AGAINST FACTS THERE  
ARE NO ARGUMENTS**

EACH CORK STOPPER RETAINS  
**112 g OF CO<sub>2</sub>.**

THE CORK OAK HAS A UNIQUE  
ABILITY TO **ABSORB CO<sub>2</sub>** FROM  
THE ATMOSPHERE.

THE CORK OAK FOREST CAN  
RETAIN **14,000,000 TONS OF  
CO<sub>2</sub>** EACH YEAR.

A PLASTIC CLOSURE EMITS  
**10 TIMES MORE CO<sub>2</sub>**  
THAN A CORK STOPPER.

AN ALUMINIUM  
CAP CLOSURES EMITS  
**24 TIMES MORE CO<sub>2</sub>**  
THAN A CORK STOPPER.



TRUST THE BEST.  
ADD VALUE TO WINE.  
A NATURAL CHOICE.  
A DECISIVE FACTOR FOR THE  
SUCCESS OF YOUR BUSINESS.



**MORE THAN 12 BILLION** BOTTLES  
ARE CLOSED EVERY YEAR WITH CORK,  
**KEEPING ALL THE QUALITIES**  
OF THIS NECTAR INTACT FOR CENTURIES.

The brands of wine that use cork stoppers showed higher annual growth in sales and more stable prices than those that opt for others closures such as aluminium capsules and synthetic stoppers. Wines closed with cork increased their sales by 37%, compared with just 4.9% for wines with artificial closures. American wine consumers are willing to pay USD 4.31 more for a bottle sealed with cork.

AC Nielsen, 2014

TRUST  
THE CHOICE  
OF THE CONSUMER.  
NUMBERS SPEAK  
FOR THEMSELVES.

CORK STOPPER IS A  
FUNDAMENTAL CHOICE THAT  
ADDS VALUE TO THE WINE.



U.S.A.\*

93%

of consumers associate the natural cork stopper with quality wine.

\*Tragon Corporation (Wine Closures Research Update 2013)

SEVERAL STUDIES SHOW THAT 86% OF WINE CONSUMERS, ON AVERAGE, PREFER THE CORK STOPPER AS IT IS ASSOCIATED WITH QUALITY WINE, ELEGANCE, TRADITION, AND THE TRUE RITUAL OF WINE.

ITALY\*

85%

of enthusiasts of wine consider that natural cork is the best closure to ensure the quality of the wine.

\*AstraRicerche (2014)

CHINA\*

84%

prefer to buy wines with cork closure.

\*CTR Market Research (2014)

SPAIN\*

92%

prefer cork stoppers.

\*Iniciativa CORK (2012)

SPAIN\*

86%

of consumers consider that cork stoppers best preserve quality.

\*Iniciativa CORK (2012)

FRANCE\*

84%

of consumers refer that natural cork is synonymous of quality.

\*OpinionWay (2014)

BRAZIL\*

80%

of consumers believe that noble wines should have natural cork stoppers and they are willing to pay more for a bottle of wine sealed with cork.

\*Conecta, in partnership with Ibope (2015)

## TESTIMONIALS

"AS CLOSURE WE USE EXCLUSIVELY CORK STOPPERS, WE STILL PREFER THIS VERY PROVEN METHOD. WINE PROFESSIONALS OFTEN ASK ME WHY WE DON'T USE FOR RAPID CONSUMPTION WINES, SUCH AS CÔTES-DU-RHÔNE WHITES AND ROSÉS, ALTERNATIVE CLOSURES AND, IN PARTICULAR, SCREW-CAPS. MY ANSWER IS THAT WINE ISN'T JUST A TECHNIQUE, IS ALSO EMOTION, AND BEHIND THIS EMOTION THERE ARE PEOPLE."

PHILIPPE GUIGAL, DOMAINE E. GUIGAL

"NATURAL CORK IS BETTER FOR WINE AND BETTER FOR THE PLANET, AND THAT MEANS IT'S BETTER FOR OUR CUSTOMERS. WE MADE THE DECISION THAT WE WOULD BEGIN 2015 SEALING 100% OF THE BOTTLES OF OUR WINES WITH NATURAL CORK."

CHRISTOPHER SILVA, THE CEO OF ST. FRANCIS WINERY & VINEYARDS IN SONOMA

"WE USE CORK BECAUSE IS BETTER FOR OUR WINES AND IS CONSISTENT WITH OUR COMMITMENT TO SUSTAINABILITY." "WE ALSO RECOGNIZE AND VALUE THE FACT THAT CONSUMERS ASSOCIATE CORK WITH HIGHER QUALITY WINES, WHICH IS ANOTHER IMPORTANT REASON FOR US TO USE THIS CLOSURE, AND WE ARE PROUD TO BE PART OF THIS CAMPAIGN."

WINERIES: BOGLE VINEYARDS, FRANCIS FORD COPPOLA WINERY, GRGICH HILLS ESTATE, JORDAN VINEYARD & WINERY, AND RUTHERFORD RANCH WINERY.

"WE MAKE CAVA THAT IS AGED OVER 150 YEARS AND IT IS CLOSED WITH A CORK STOPPER, OF COURSE. ITS USE IS INDISPUTABLE." "THE BEHAVIOUR OF CORK IS MUCH BETTER, ITS SLOW PERMEABILITY PROMOTES 'CRIANZA' AND THE EVOLUTION OF THE CAVA."

TECHNICAL DIRECTOR OF FREIXENET, JOSEP BUJÁN