

The Hidden Sea

MEDIA JOURNAL

January 2021 - March 2021



Contents

January 2021 inside FMCG	3
January 2021 inside FMCG (continued)	4
January 2021 inside FMCG (continued)	5
21 January 2021 The Shout National Liquor News	6
1 February 2021 Who Magazine	7
15 February 2021 GLAM Adelaide	8
15 February 2021 GLAM Adelaide (continued)	9
16 February 2021 The Urban List	10
16 February 2021 Hunter & Bligh	11
16 February 2021 Hunter & Bligh (continued)	12
16 February 2021 Indulge	13
16 February 2021 FoodMag	14
16 February 2021 Retail Times - UK	15
16 February 2021 National Account Manager News - UK	16
16 February 2021 Grocery Trader - UK	17
17 February 2021 The Drinks Report - UK	18
17 February 2021 About Manchester - UK	19
17 February 2021 About Manchester - UK (continued)	20
22 February 2021 North West Connected - UK	21
22 February 2021 Business Mondays - UK	22
22 February 2021 Business Up North - UK	23
March 2021 National Liquor News	24
March 2021 Inside Small Business (Autumn Issue)	25
17 March 2021 The Times - UK	26
17 March 2021 The Times (continued)	27
17 March 2021 The Times - UK	28
17 March 2021 The Sunday Post - UK	29
17 March 2021 Dorset Echo - UK	30
17 March 2021 The Courier - UK*	31
March 2021 Oxford Times - UK	32
March 2021 Oxford Times - UK (continued)	33







Social drinking

Three alcohol producers tell us how they're exceeding customer expectations about social and environmental impact.

INTERVIEWS BY HEATHER MCLIVINE AND RUTH HOGAN

It's not enough to simply offer an excellent product these days. Today's consumer cares about the social impact of the brands they buy from. Here we chat to three alcoholic beverage brands that are showing the big players how it's done.

THE HIDDEN SEA

Justin Moran, founder

INSIDE FMCG: When did The Hidden Sea launch, and why did you decide to use the business to support environmental causes?

Justin Moran: We launched in 2015, and it's certainly been a journey. Our brand's purpose feeds into our heritage, which has been tied to the ocean since the very beginning. Where our vineyards lie today in South Australia was once covered by a vast ocean and home to a thriving marine ecosystem. Ancient mineralised relics, including an extraordinary 26-million-year-old whale fossil and an extensive museum of marine life, now lay buried beneath the alluvial soils of this World Heritage wine region.

For my co-founder Richie Vandenberg and me, it was a really simple decision. When we entered into the wine industry, which is an agricultural business, meaning we make a living from the land, we wanted not just to be a sustainable wine business, but to use our brand to raise awareness for ocean health.

In addition, Richie is an avid ocean kayaker and has seen firsthand the destruction of our oceans due to plastic. And I've spent a lot of time in South-East Asia surfing and holidaying, and I knew we had to be a part of the solution after literally swimming and surfing in plastic. ▶

JAN2021 - insidefmcg.com.au 21

2021 UNWRAPPED



2021 UNWRAPPED

INSIDE FMCG: You've supported a few different organisations over the years – can you share some highlights and what your overall impact has been?

JM: I've learnt so much over the past five years. When we entered the space, we believed it was all about awareness and education. Although that is still important and part of the solution, that alone doesn't have a clear quantifiable impact. After a few years, we knew we needed a consumer promise that people could easily understand and buy into and a tangible difference that we could track as a business. I actually love our journey and the learnings we had along the way. We went from giving a percentage of case sales to a fixed amount per case sold, but consumers still didn't realise or really understand our impact. Now our consumer promise is clear and very quantifiable. By drinking one bottle of The Hidden Sea, consumers are making it possible for us to remove the equivalent of 20 500-ml plastic bottles from the ocean and recycle them through our partnership with the ReSea Project. And we are starting to make a tangible impact on our oceans. With help from consumers, our market partners and retailers, I believe we will be close to removing and recycling 10,000 kg, equivalent to 600,000 water bottles, by the end of 2020.

INSIDE FMCG: Your goal is to remove 1 billion plastic bottles from the ocean by 2030. How did you decide to make such a big, long-term commitment?

JM: I'm a believer in the BHAG, having a big hairy audacious goal, and going after it as hard as you can. With the annual wine volumes that we have achieved on the other side of our business, all we need to do is convert them into branded products under The Hidden Sea and we can achieve this goal within 10 years, and with a healthy tailwind!

INSIDE FMCG: You also need to make really good wine that consumers will want to buy and drink. How do you approach these different priorities and balance them all together?

JM: At The Hidden Sea we absolutely believe in the non-negotiable principles of any great wine brand: a unique story, well thought-out packaging and of course, quality wine. But I believe brands vying for their consumers' attention should have a clear and higher purpose and with one eye on regeneration, this is what elevates The Hidden Sea from its competition. The Hidden Sea is a commercial business and we aim to make a profit, but a profit from work that benefits humanity.

In short, everything matters. Internally it's a philosophy, externally it's a movement. A large focus for The Hidden Sea is working towards the principles of a circular economy. This means making packaging that is both made from recycled content and is recyclable while staying



fit-for-purpose. It's also worth mentioning that we are audited by Sustainable Winegrowing Australia and the latest reports put us in the top echelon of Australian wineries.

INSIDE FMCG: Can you provide a snapshot of the business in terms of annual sales, biggest retail partners and markets?

JM: We didn't seek out major retail partnerships until we felt that we had our product and messaging right. The partnership with ReSea Project in July was the stake in the ground for us, and since then we have landed several large retailers: Sainsbury's and Co-op in the UK, and Systembolaget in Sweden. Our website sales have increased by 1500 per cent and sales via our distributor increased by over 100 per cent.





NATIONAL liquor news

Liquor businesses giving back to society

21 January, 2021 by Dan Hughes

The social paradigm of the liquor consumer is evolving as we move into a new decade. It is a time where people are actively looking to support liquor companies who not only want to make a difference, but are actively doing so.

The development of this consumer trend has been recognised by a number of companies in recent years. One example from 2020 includes Australian wine brand The Hidden Sea partnering with ReSea Project in an **initiative** to remove the equivalent of 10 plastic bottles from the ocean for every bottle of their wine that is purchased in July 2020, and have since has removed 14,158KG of plastic from the ocean; the equivalent to 849,440 x 500ml plastic bottles.



WINES FOR THE GREATER GOOD

Drink note

Every drop matters to these eco-friendly businesses ...

It's become increasingly clear that consumers care. With social responsibility on the rise, there is a number of companies taking note and actively putting new practices in place to deliver sustainable, ethical and environmental solutions.

Research shows consumers are also happy to pay more for products that are organic, all natural, or ones that help and protect the environment.

HELPING LITTLE GIANTS (AKA WOMBATS) GROW!

Little Giant has partnered with Aussie wildlife rescue organisation WIRES to support their invaluable work treating thousands of rescued wombats suffering from road injuries, bushfires and disease.

COMMITTED TO PLANET CONSERVATION

Over the past 20 years, Banrock Station has been committed to environmental causes by contributing more than \$6 million to projects that help conserve the planet, from protecting turtles in the Great Barrier Reef to supporting polar bears and orangutan rehabilitation worldwide. In addition, the Banrock Station Wetlands in SA's Riverland district provides habitat to thousands of

animals and birds, as well as playing an important part in the water health of the Murray River. Banrock Station's core wine is also 100 per cent vegan.

CLEANING UP THE OCEAN

For every bottle of The Hidden Sea purchased, the South Australian winery has committed to remove and recycle 10 plastic bottles from the world's oceans and rivers. To do this, they've partnered with ReSea Project, the world's first verified ocean plastic clean-up organisation. With a unique QR code, The Hidden Sea is able to monitor exactly where, when and who has collected plastic on their behalf at ReSea Project. So drink good wine and help our marine life at the same time.

OFFSETTING EMISSIONS

Round Theory is a non-traditional, modern and proudly climate-positive wine company. Their program with CarbonClick offsets double their carbon emissions for use in global environmental projects. Their unique bottles also use less glass while holding the same volume, the packaging is made from 100 per cent recyclable material and, most importantly, Round Theory wines are sustainably grown and proudly vegan.



\$22
Little Giant Barossa Shiraz
Available from major liquor retailers nationally



\$7
Banrock Station Cabernet Merlot
firstchoiceliquor.com.au



\$98 (6 bottles)
The Hidden Sea Chardonnay
thehiddensea.com



\$19.99
Round Theory Marlborough Vegan Rose
dammurphys.com.au



FOOD DRINK

SA winery, The Hidden Sea is making waves across the world

By [Tijana Birdjan](#)
Posted on February 15, 2021



The Hidden Sea has been internationally recognised for the brilliant story behind the label.

[The Hidden Sea](#) won gold at the 2021 People's Choice Drinks Awards in the UK – taking the crown for the most coveted category: "Wine Passion: The Story Behind the Label."

The South Australian premium wine company is now a well-recognised sustainable brand that is creating more than just bottles of wine.



Co-Founders Justin Moran and AFL Hawthorn legend Richie Vandenberg created the sustainable premium wine company to give back to South Australia's marine ecosystem.

The Hidden Sea focuses on educating, captivating and celebrating the South Australian community. Through their story they hope to inspire and encourage others to embrace the beautiful Limestone Coasts and thriving ocean life.

"Thank you to everyone who voted and supported us. The Hidden Sea has a clear purpose: One Wine. One Mission. To remove plastic from the world's oceans. We couldn't achieve this without the amazing work of our Hidden Sea family, and the entire team at [The ReSea Project](#)," says Vandenberg.



15 February 2021 | **GLAM Adelaide (continued)**

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The company is creating a movement through innovation to save our one of a kind coastal environment in South Australia. With each bottle purchased, ten plastic bottles will be removed from the world's oceans.



With a category created for dedicated, hard-working and passionate wine producers from around the world; wineries were invited to submit a video sharing the stories behind their labels. The Hidden Sea was amongst several Australian wineries including the likes of Taylors & McGuigan, and celebrities like Kylie Minogue, Graham Norton and Sarah Jessica Parker.

Congratulations to Moran and Vandenburg on the award but most importantly, creating a movement that captures the essence of the South Australian community.

For more information head to [The Hidden Sea](#) to continue their movement.



URBAN LIST MELBOURNE

NEWS THINGS TO DO FOOD & DRINK STYLE HEALTH TRAVEL

BARS & PUBS

Save The Seas One Sip At A Time With The Emerson's Bottomless Brunch

By Kate Fleming
16th Feb 2021



What's drinking wine got to do with cleaning up the oceans? We're glad you asked. The answer is [The Hidden Sea Wine](#). These legends take ten plastic bottles out of the ocean for every bottle of their wine sold. Lucky for you, they've just teamed up with [The Emerson](#) for the ultimate feel-good boozy brunch.

Not that we need an extra reason to clean up the oceans, but we certainly have one since this collab. A ticket to the [Bottoms Down Brunch](#) will give you two hours of bottomless drinks and a meal from the [Easey's](#) kitchen, and a clean conscience knowing your money is going to a worthy cause.

The [Hidden Sea Rosé 2020](#) will be reeling in the crowds with its sweet, fruity finish. Sip it chilled or try the [Hidden Sea Rosé](#) cocktail which has been created exclusively for the event.

It'll be taking place over the last weekend of February, but at \$65 a head spots are limited. Make sure you book your tickets for 12pm or 2:30pm on Saturday, 27 February or Sunday, 28 February.

Speaking of tickets, here's everything you need to know about booking your seat at [Moulin Rouge! the Musical](#).

Image credit: supplied





FOOD DRINK TRAVEL LIFE & STYLE ENTERTAINMENT HB INSIGHTS QUIZZES WIN SIGN UP

THIS MELBOURNE BOTTOMLESS ROSÉ BRUNCH WILL HELP SAVE THE PLANET

REBECCA MAGRO - February 17, 2021 -



Stop the spread of ocean pollution simply by clinking your glasses and saying 'cheers'.

In our attempts to stay on track with being sustainable, sometimes we need to reward ourselves for our efforts. But, what if there was a way to save the planet and celebrate with friends at the same time?

This is where The Emerson comes in to play.

Just in time for the end of Melbourne's five-day lockdown, South Yarra's favourite rooftop restaurant and bar, The Emerson, has partnered with [The Hidden Sea](#) - a premium, Australian made, environmentally conscious wine brand - for a two-hour bottomless rosé brunch over two days that does just that. Welcome to [The Emerson x The Hidden Sea Bottoms Down Brunch](#).

Striving towards their mission to create a worldwide movement, The Hidden Sea will be co-hosting alongside The Emerson for a weekend full of wining and dining - all for a good cause.



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So, apart from being treated to endless glasses of The Hidden Sea's Rosé which is famed for its sweet strawberry and cream flavours, guests will be able to take their pick from some of The Emerson's famed brunch menu options including a cheeseburger with fries, a fried chicken sandwich and the *Jackson Pullock* (BBQ pulled jackfruit with slaw, pickles and mayo) to name a few.

And, if you thought that the feel-good moments stopped there, let us tell you that for every ticket sold, The Hidden Sea will remove 10 x 500mL plastic bottles from the ocean on your behalf. Talk about a win-win situation.

Drink wine and help save the planet? We don't mind if we do!



INDULGE

eat. live. play

HOME! SOCIALS CALENDAR **EAT** ▾ LIVE PLAY ▾ INDULGE TV SUBSCRIBE/WIN DIRECTORIES ▾ CONTACT 🔍



THE HIDDEN SEA WINS

Published on February 16, 2021 | In Eat

Australian winery, [The Hidden Sea](#), won gold at the 2021 People's Choice Drinks Awards in the UK — taking the crown for the most coveted category: "Wine Passion: The Story Behind the Label."

Co-founders Justin Moran, and AFL legend Richie Vandenberg, are proud as punch for winning the main award. "Thank you to everyone who voted and supported us. The Hidden Sea has a clear purpose: One Wine. One Mission. To remove plastic from the world's oceans. We couldn't achieve this without the amazing work of our Hidden Sea family, and the entire team at [The ReSea Project](#)," says Vandenberg.

A category dedicated to showcasing, and celebrating, hard-working and passionate producers from around the world; wineries were invited to submit a video telling the stories behind their labels. The Hidden Sea was amongst several great Australian wineries including the likes of Taylors & McGuigan, and celebrities like Kylie Minogue, Graham Norton, and Sarah Jessica Parker, plus a host of fierce international competitors.

"With the recent momentum in sales, and our awesome partnerships, this is further recognition that what we're trying to achieve is more than just another drinking moment; it's a movement," says co-founder Justin Moran.

To watch The Hidden Sea's two-minute video that won the people's vote, [click here](#).



News

Australian winery wins at 2021 People's Choice Drinks Awards



SYED SHAH

February 15, 2021, 1:27 pm

3
SHARES



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Sainsbury's and Co-op to stock The Hidden Sea, which plans to remove 1bn plastic bottles from ocean with ReSea Project

Published on 16/02/2021 by Fiona Briggs in Sustainability Time



Sainsbury's and Co-op are the first UK retailers to stock wine brand, The Hidden Sea, which is on a mission to remove one billion plastic bottles from the ocean by 2030. The campaign was started by the Australian sustainable wine brand with ReSea Project.

Kingsland Drinks, the exclusive UK distributor of the brand's portfolio of wines (including a Shiraz, Chardonnay, Sauvignon Blanc, and a Rosé) launched a search for retail partners to support the initiative in 2020. Sainsbury's will list The Hidden Sea Sauvignon Blanc and Co-op will stock The Hidden Sea Chardonnay from February 2021, with The Hidden Sea Rosé launching into Sainsbury's stores in March.

The initiative has been supported by Sainsbury's, which has committed to reduce plastic packaging by 50% across its branded and own brand lines by 2025, and Co-op, which is accelerating its mission as an ethical retailer to reduce its carbon footprint and be net-zero by 2040.

For every case of The Hidden Sea sold globally, one kilo of plastic is removed from the ocean and recycled – that's the equivalent of 60 plastic bottles removed for every case purchased.

The Hidden Sea's partner in this campaign is ReSea Project, a Danish organisation committed to removing plastic from the ocean and recycling it, while also improving communities most directly affected by ocean waste, and creating awareness about responsible waste handling. It currently operates in the Southeast Asian region, which is a major recipient of plastic waste from countries around the world, including the UK.

Justin Moran, co-founder of The Hidden Sea, says: "Collaborating with two of the UK's biggest and most respected retailers means we're able to make hefty strides towards our goal with the ReSea Project: to remove and recycle one billion plastic bottles from the world's oceans by 2030.

"Critically, it gives us the national footprint needed to galvanise support from UK shoppers, and recruit even *more* people to our movement. The problem of plastic waste in our oceans is very real – we see the repercussions every day. As I look ahead, I'm hopeful the partnerships will increase much-needed consumer awareness of plastic waste in our oceans and encourage them to get behind a brand that will make a real, tangible difference."

Pete Fairclough, brand manager at Kingsland Drinks, adds: "The Hidden Sea is rare in its proposition; it's a premium wine brand that appeals on all fronts. It's good quality, accessible, and has the potential to connect with younger, more conscious consumers who are hungry for brands that stand for something more than what's in the glass. We're incredibly proud to lead the drive to give The Hidden Sea the profile and shelf space it deserves, alongside our retail partners. The work has only just begun. In 2021, we'll be seeking more partners to support The Hidden Sea and ReSea Project in their efforts to remove and recycle one billion plastic bottles from the ocean."

Kenny Louring, marketing manager at ReSea Project, says: "Connecting with consumers is the key to achieving our waste removal and recycling targets, so we welcome and celebrate how UK retailers have got behind the initiative with energy and a sense of purpose. More than ever, businesses need to look at their impact on the environment and consider how they can be part of the solution. These new partnerships will shine a light on a very important campaign with the potential to make a measurable difference."

The Hidden Sea vineyards are located on the Limestone Coast in beautiful South Australia and were once covered by the Great Southern Ocean. Its mineral deposits have helped give The Hidden Sea's wines a unique flavour profile. The whale depicted on every bottle is a sketch of a fossilised whale found under one of the vineyards, from which the fruit is used to make their wine today.

The Hidden Sea is being supported by heavyweight digital and social media campaigns in 2021, alongside a drive to recruit online ambassadors for the brand. The RRP of The Hidden Sea is £9.00, with a plan for promotions throughout the year.



Sainsbury's And Co-op To Stock Wine Brand Seeking To Tackle Plastic Waste

Sainsbury's and Co-op have become the first retailers in the UK to stock wine brand, The Hidden Sea, which is on a mission to remove one billion plastic bottles from the ocean by 2030.

Kingsland Drinks, the UK distributor of the brand's portfolio of wines (including a Shiraz, Chardonnay, Sauvignon Blanc, and a Rosé) launched a search for retail partners to support the initiative in 2020. Sainsbury's will now list The Hidden Sea Sauvignon Blanc and Co-op will stock The Hidden Sea Chardonnay from this month, with The Hidden Sea Rosé launching into Sainsbury's stores in March.



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Sainsbury's and Co-op first UK retailers to stock The Hidden Sea which plans to remove one billion plastic bottles from the ocean with ReSea Project



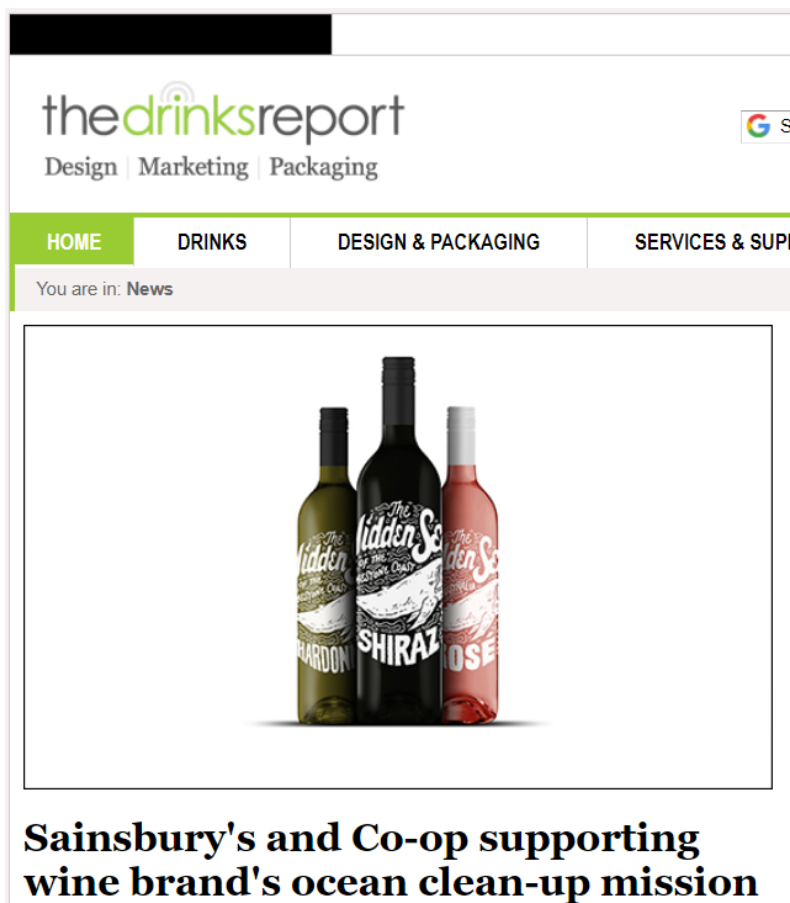
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The screenshot shows the homepage of 'thedrinksreport'. The logo is at the top left, with 'Design | Marketing | Packaging' below it. A navigation bar includes 'HOME', 'DRINKS', 'DESIGN & PACKAGING', and 'SERVICES & SUPPLY'. Below the navigation, it says 'You are in: News'. The main content area features a photograph of three wine bottles: a green bottle labeled 'CHARDONNAY', a dark bottle labeled 'SHIRAZ', and a red bottle labeled 'ROSE'. Below the image is the article title: **Sainsbury's and Co-op supporting wine brand's ocean clean-up mission**.

Sainsbury's and Co-op have become the first UK retailers to stock wine brand The Hidden Sea and support its mission to clean up the world's oceans.

The Australian wine brand, in conjunction with ReSea Project, is aiming to remove one billion plastic bottles from the ocean by 2030. For every case of The Hidden Sea sold globally, one kilogram of plastic - the equivalent of 60 plastic bottles - is removed from the ocean and recycled.

Kingsland Drinks, exclusive UK distributor of The Hidden Sea's portfolio of wines, launched a search for retail partners to support the initiative in 2020.

In response to the call, Sainsbury's will stock The Hidden Sea Sauvignon Blanc from February and its Rosé from March, and Co-op will stock The Hidden Sea Chardonnay from this month.

The two supermarkets have already made public pledges to reduce their environmental footprint; Sainsbury's has committed to reducing plastic packaging across its branded and own-brand lines by 50 per cent by 2025, while Co-op is aiming to achieve net-zero emissions by 2040.

Justin Moran, co-founder of The Hidden Sea, said: "Collaborating with two of the UK's biggest and most respected retailers means we're able to make hefty strides towards our goal with the ReSea Project. Critically, it gives us the national footprint needed to galvanise support from UK shoppers, and recruit even more people to our movement.

"As I look ahead, I'm hopeful the partnerships will increase much-needed consumer awareness of plastic waste in our oceans and encourage them to get behind a brand that will make a real, tangible difference."

ReSea Project is a Danish organisation focused on removing plastic from the ocean and recycling it, while also supporting communities directly affected by ocean waste and educating on waste handling. It currently operates in Southeast Asia, a major recipient of plastic waste from countries around the world.



Wine trends to watch in 2021 from Salford's Kingsland Drinks

Predicting wine trends for the unpredictable year ahead is certainly a challenge for the wine industry as we attempt to plan and prepare for ever-changing times.

Jo Taylorson, head of marketing and product management at Kingsland Drinks in Irlam, shares insights on the five key areas to watch out for in 2021, looking at wine trends that are here to stay following a year like no other.

Alternative formats.

The past year has seen consumers explore the wine in bag in box format. Smaller formats such as canned wines and single serve haven't fared as well over the last 12 months, but as restrictions are lifted, and outdoor socialising makes a comeback, cans in particular are well placed to meet that occasion.

- *Bag in box* – this has historically been an overlooked format but with changes to shopping habits, lifestyles, demographics, and drinking occasions, the bag in box has come into its own. Existing bottled wine consumers have come into the BIB category in droves, and new consumers have appreciated the quality, convenience and value for money that boxed wine brings, as well as the lasting freshness for weeks once it is opened. Boxed wine also brings environmental and sustainability benefits – important for the industry and for consumers taking steps to make more eco-friendly choices. We have worked with our suppliers to move to a recyclable bag within bag-in-box to ensure the format is as sustainable as possible.
- *Canned wine* – a segment that has taken a bit of a hit due to the occasion-led nature, canned drinks will likely be on the up again once restrictions are lifted and the weather brightens, allowing friends and families to meet in private gardens and public spaces again. Cans meet consumer demand for innovation, quality and convenience, appealing particularly to younger drinkers. We launched Mix Up and Vin Crowd during 2020, developed for on-the-go and informal drinking occasions where convenient, refreshing and lower calorie options are in strong demand. All six variants are vegan, which is clearly signposted on each can, tapping into a broader trend for products created without the use of animal products.

Price points

Consumer spend has been flipped on its head owing to the pandemic and the sad, intermittent, closure of the on trade; we have seen increases in volume and value spend in the off trade at all price points from £5 upwards. As expected, there is a level of caution, with many consumers watching their spend, meanwhile some see the increase in at home drinking as opposed to on premise drinking as a reason to treat themselves for the weekend through trading up to more premium wines.



Sustainability goals

Sustainability is a watchword when it comes to wine – for the packaging, transportation and production. The consumer is increasingly switched on and Covid has only accelerated interest in drinks that deliver both in terms of taste and quality, but also present the opportunity to buy into a brand that's dedicated to reduce its footprint.

We have partnered with Australian wine brand, The Hidden Sea, which launched a global campaign with ReSea Project to protect the world's oceans and remove one billion plastic bottles from the ocean by 2030. For every case of wine sold, one kilo of plastic is removed from the ocean and recycled – that's the equivalent of ten plastic bottles removed for every bottle of The Hidden Sea. The initiative with ReSea Project will certainly resonate with younger drinkers and those who actively make sustainable choices, and enjoy uncomplicated wines with a modern appeal. The Hidden Sea range (Shiraz, Chardonnay, Rosé) is available to retailers now via Kingsland Drinks.

Think pink

Rosé DOC Prosecco is set to be the drink of 2021. Eagerly anticipated by the drinks trade, and perfectly positioned to ride on the coat tails of consumer appetite for alternative sparkling wines and rose's natural place as a summer drink, the newly approved regulation to bring this to market promises some serious profit potential. Kingsland Drinks was one of the first wine suppliers to bring rosé Prosecco into the UK, with brands like Corte Molino among the first to hit UK shores.

Retail therapy

Online shopping has been one of the saviours during the pandemic. This mindset was already central to how the UK consumer shopped, but restrictions around social distancing have meant a swing towards a preference for online. While this will change over time, as customers crave the face-to-face experience in the longer term, what's apparent is the opportunity this has presented for smaller brands. Social media has undoubtedly given smaller producers a captive audience and further embedded social platforms into UK shopping culture, allowing brands to engage directly with consumers, sharing their story and brand values to encourage direct sales.

In summary, Covid-19 has been an accelerator for some trends, and it has been a real challenge for the drinks industry to remain agile, proactive, and exciting to meet changing demands with restrictions on consumer lifestyles, as well as in workplaces, on production





SALFORD'S KINGSLAND DRINKS BRINGS THE HIDDEN SEA TO UK STORES

Kingsland Drinks, exclusive UK distributor of the The Hidden Sea's four-strong range of wines, has secured listings with Sainsbury's and Co-op stores to stock the sustainable Australian wine brand.

Selected Sainsbury's stores across the region will list The Hidden Sea Sauvignon Blanc and Rosé, and Co-op will stock The Hidden Sea Chardonnay.

The Hidden Sea is on a mission to remove one billion plastic bottles from the ocean by 2030 as part of an ocean clean-up campaign with ReSea Project. For every case of The Hidden Sea sold globally, one kilo of plastic is removed from the ocean and recycled – that's the equivalent of 60 plastic bottles removed for every case purchased.

The initiative has been supported by Sainsbury's – which has committed to reduce plastic packaging by 50 per cent across its branded and own brand lines by 2025 – and Co-op, which is accelerating its mission as an ethical retailer to reduce its carbon footprint and be net-zero by 2040.

Pete Fairclough, brand manager at Kingsland Drinks in Irlam, says: "The Hidden Sea is rare in its proposition; it's a premium wine brand that appeals on all fronts. It's good quality, accessible, and has the potential to connect with younger, more conscious consumers who are hungry for brands that stand for something more than what's in the glass. We're incredibly proud to lead the drive to give The Hidden Sea the profile and shelf space it deserves, alongside our retail partners. The work has only just begun. In 2021, we'll be seeking more partners to support The Hidden Sea and ReSea Project in their efforts to remove and recycle one billion plastic bottles from the ocean."

Justin Moran, co-founder of The Hidden Sea, adds: "Collaborating with two of the UK's biggest and most respected retailers means we're able to make hefty strides towards our goal with ReSea Project: to remove and recycle one billion plastic bottles from the world's oceans by 2030.

"Critically, it gives us the national footprint needed to drive support from UK shoppers, and recruit even more people to our movement. The problem of plastic waste in our oceans is very real – we see the repercussions every day. As I look ahead, I'm hopeful the partnerships will increase much-needed consumer awareness of plastic waste in our oceans and encourage them to get behind a brand that will make a real, tangible difference."

The Hidden Sea's partner in this campaign is ReSea Project, a Danish organisation committed to removing plastic from the ocean and recycling it, while also improving communities most directly affected by ocean waste, and creating awareness about responsible waste handling. It currently operates in the Southeast Asian region, which is a major recipient of plastic waste from countries around the world, including the UK.

Kenny Loring, marketing manager at ReSea Project, says: "Connecting with consumers is the key to achieving our waste removal and recycling targets, so we welcome and celebrate how UK retailers have got behind the initiative with energy and a sense of purpose. More than ever, businesses need to look at their impact on the environment and consider how they can be part of the solution. These new partnerships will shine a light on a very important campaign with the potential to make a measurable difference."

The Hidden Sea vineyards are located on the Limestone Coast in beautiful South Australia and were once covered by the Great Southern Ocean. Its mineral deposits have helped give The Hidden Sea's wines a unique flavour profile. The whale depicted on every bottle is a sketch of a fossilised whale found under one of the vineyards, from which the fruit is used to make their wine today.

The Hidden Sea is being supported by heavyweight digital and social media campaigns in 2021, alongside a drive to recruit online ambassadors for the brand. The range includes a Shiraz, Chardonnay, Sauvignon Blanc, and a Rosé (RRP £9.00 with promotions planned throughout the year).

For enquiries, please contact: pete.fairclough@kingsland-drinks.com



NORTH OF ENGLAND

Salford's Kingsland Drinks Brings The Hidden Sea To UK Stores

Sainsbury's and Co-op first retailers to stock The Hidden Sea, which plans to remove one billion plastic bottles from the ocean with ReSea Project

Kingsland Drinks, exclusive UK distributor of the The Hidden Sea's four-strong range of wines, has secured listings with Sainsbury's and Co-op stores to stock the sustainable Australian wine brand.

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Leveraging social media marketing can help your business get in front of more customers online, writes Claire Stevens, Founder of Crunchy Social.

Alcohol marketing can be a challenge for many businesses when it comes to online advertising. With a considerable amount of red tape in regards to paid alcohol advertising, one of the best ways to get your brand out there is by word-of-mouth on steroids; also known as social media. It's a powerful tool if you know how to get the best out of your community and foster a troop of raving fans.

Social media is an excellent tool as it is built on connection and trust. Think about the last time someone recommended a bottle of wine to you. People place trust in those around them and will be more likely to seek their recommendation next time they're in the market.

Your business can use social media in the same way. Foster favourable recommendations and your knowledge and expertise will reach far and wide.

All of this is much easier said than done, however. As social media continues to grow as a preferred weapon in a brand's arsenal, the same is also true for their competitors. More often than not, you and your competitor are fighting for the same small slice of the attention pie. It's crucial then that your content is engaging and memorable.

You want your content to be attractive, informative or entertaining. Provide your followers with value in these areas, and you'll find that your content is naturally engaging and sharable.

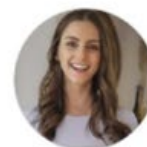
It is important to use calls-to-action to inspire a response from your community. For example, ask your

followers to tag your Instagram handle in their photos for a chance to be featured on your page or stories.

One business I have kept my eye on in recent months is The Hidden Sea, a South Australian wine company that has been using influencer marketing to successfully grow its customer base and instil excitement amongst its followers. The Hidden Sea pairs its wine brand with eco-conscious messaging; working to remove plastic bottles from the ocean. This mission is a unique selling point that attracts its target audience of 25-45 year olds and gives the brand further purpose for its social content. In building a community of like-minded, engaged followers, this brand has created social proof of over 14k followers on Instagram, as well as hundreds of customers who provide the brand with photos of their wines.

Social media differentiates itself from other marketing methods as it provides your store with the tools to empower your audience to be your biggest advocates. Your social media audience can often do much of the heavy lifting to promote your offering, meaning your message is carried further than it previously could in years gone by. Because social media is designed for content to be shared amongst like-minded people, the likelihood that your store is promoted to your target audience grows exponentially.

To harness the full potential of social media, use your following to your advantage. Ask what they want to see, create value for them in a unique way and make sure you are responsive to their comments. ■



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➔ **TAKING ON THE PLASTIC PANDEMIC**

RAISE YOUR GLASS TO A GOOD CAUSE

Being located along South Australia's Limestone Coast, the vineyards of winemaker The Hidden Sea were once covered by a vast ocean and home to a thriving marine ecosystem. "Ancient mineralised relics, including an extraordinary 26 million-year-old whale fossil, and an extensive museum of marine life, now lay buried beneath the alluvial soils of this World Heritage wine region," the venture's co-founder, Justin Moran, says.

This marine heritage is one of the key factors that drove Justin and fellow co-founder Richie Vandenberg to launch The Hidden Sea with a very specific mission – to remove plastic from the oceans.

"Richie and I are not only good friends, but we also share very similar values and the drive that our business should have a higher purpose," Justin says. "So, yes, The Hidden Sea is a commercial business, and we need to make a profit, but a profit from work that benefits humanity."

Although best known for a ten-year career in the AFL with Hawthorn – he captained the club from 2005 to 2007 – Richie grew up amongst the vineyards and has over 12 years' experience as a grower, and more than 25 years' association with the wine industry through his family enterprise. Serial entrepreneur Justin has successfully built and sold businesses in the retail, restaurant, nightclub, FMCG, entertainment and technology

sectors. "Our wines are soft and round, approachable and true to variety," Richie enthuses. "We make wines for people that care, so when someone buys our wine, they're not just satisfying their own immediate needs but also contributing to something much larger than themselves, and our wines must, therefore, reflect this trust." The origin of the 'terroir' on which the vines are grown is celebrated through the depiction of the ancient whale fossil on the labels of the Hidden Sea range.

"OF THE 6.3 BILLION TONNES OF PLASTIC PRODUCED SINCE ITS INVENTION IN THE 1930S, ONLY NINE PER CENT HAS EVER BEEN RECYCLED."

The pair believe that consumers are looking to be a part of something bigger than themselves. "We enable them to achieve this through the simple purchase of wine," Richie explains. "For every bottle sold, we remove 10 plastic bottles of plastic from our oceans and recycle them through our partner, ReSea Project." Every collection the business makes is audited and traced through an on-bottle QR code system. The ReSea project supports coastal communities, with local fishermen supplementing

their income by removing plastic from rivers and the ocean, and in so doing improving their earning potential from their primary role by helping marine life flourish in a plastic-free environment.

"Since the 1 July 2020, we have removed and recycled over 1.2 million single-use plastic bottles from our world's oceans," Justin says, adding that that figure equates to 21,000 kilograms of plastic being removed. "What we are proud of at The Hidden Sea is that this result is not a percentage, or case sales, or profit – it's a tangible impact on our ocean that is quantifiable."

Justin and Richie have a specific long-term goal for the business. By 2030 they aim – with the help of their customers, market partners and retailers – to remove a billion plastic bottles from the oceans and recycle them.

Ultimately, Justin says that industry around the world needs to build a circular economy for plastics, so that plastic bottles and packaging is constantly recycled and reused, rather than being discarded and going to landfill. "Of the 6.3 billion tonnes of plastic produced since its invention in the 1930s, only nine per cent has ever been recycled," Justin laments. "This alarming statistic means that every human now consumes enough plastic each week to make a credit card through their normal diet, according to research by the WWF." ■



18 Inside Small Business | AUTUMN 2021



ENVIRONMENT

How to have a sustainable diet, plus the 30 best eco foods

The food industry has lots of less resource-intensive ways to tempt you, says Lucy Siegle. So Harry Wallop finds the best

Our new series will tell you everything you need to know about climate change, from [which fashion brands to buy](#) to [practical advice](#), and why 2021 is the year we can all play our part in reducing the UK's carbon emissions

The way we eat now in industrialised nations is comparable to a rolling Mad Hatter's tea party. We eat resource-intensive, carbon-rich party food (much of which is from a just-in-time delivery model involving air freight), even when it is nobody's birthday. It's a situation that leads Professor Tim Lang, the respected food economist and author of *Feeding Britain: Our Food Problems and How to Fix Them*, to advise, "Have feast day foods only on feast days."

This is great advice, not least because unless we eat differently we're toast. On that note I know we're all fed up of hearing about Instagram sourdough loaves after the lockdown year, but the ancient grain movement continues to be one of the most innovative bulwarks to industrialised monocultures. Owing to

changing temperatures and weather patterns caused by climate change, research suggests that 20 per cent of the most important crops are projected to lose at least half their yields by the beginning of the next century. Time to diversify, so look out for food and drink products made from ancient versions of the standardised crops we rely on today. In turn, they aren't reliant on fossil fuel fertilisers.

You can also up your consumption of home-grown pulses, the fruit of nitrogen-fixing leguminous plants that increase soil health by storing nitrogen, a natural fertiliser in soils. Hodmedod's sells pulses and cereals by mail order, from UK growers who are converting land to crops including chickpeas grown on British soils for the first time — consider that ancient innovation. Regenerative farming that restores soil health happens to be a buzz phrase in the sustainable food movement and it's easy to see the ecological appeal. Globally agricultural soil is being lost 10 to 40 times faster than it is being replaced, and 99 per cent of food calories we consume at present comes from land-based sources.



In developed countries one third of all food produced is wasted, so we must all stop feeding our bins. In the UK this equates to 25 million tonnes of carbon dioxide a year (the same as produced by ten million cars). The Olio app (olioex.com), which makes it easy to redistribute unneeded food, will help with that. Cutting down on animal products remains the best way to decarbonise your diet. If you are eating meat, make sure it's from UK farms and if possible add a side order of activism — signing a petition with an organisation such as farmsnotfactories.org to support producers. A change in trade rules means that farmers with high animal welfare standards are at risk of being outpriced by cheaper imports, often produced in high-density industrialised circumstances. If we don't stand up for these producers now, there's a chance they will cease to exist.

In countries on the front line of the climate crisis, producers are already being driven to the brink of extinction. Within the past few months a series of storms have devastated agriculture in Central America, ruining crops including coffee and bananas. Buying Fairtrade products is a way to support a living income for small-scale farmers on the climate front line, otherwise they will simply not be able to afford to adapt to climate change.

It is fair to say that a sustainable diet now takes a bit more than just buying organic or picking up a carton of Oatly with a carbon label (although these are also useful things to do). It's about facing up to the fact that our food supply is vulnerable, which is tough in the UK because, as Lang puts it so well (again), “We tend to think as long as there is food on the supermarket shelves all is well in the world. It is not.”

Lucy Siegle



5. Hidden Sea Sauvignon Blanc

For £7 a bottle this is lovely, passion-fruit heavy sauvignon blanc from Australia. And with each bottle bought the maker promises to remove the equivalent of ten 500ml plastic bottles from the ocean and recycle them.

[sainsburys.co.uk](https://www.sainsburys.co.uk)



Drinks Cabinet

Our wine guru selects the best bottle for you



**The Hidden Sea
Sauvignon Blanc
2020, Australia,
£7, Sainsbury's**

Snappy and vivacious. Think tropical fruit and tangy green flavours overlaid with grassy notes, juicy lime and a zesty, citrus finish.



**Les Jamelles
Viognier 2019,
Pays d'Oc, France,
£7.35, Co-op**

A silky viognier that feels luxurious. It delivers peaches and apricot with a honeyed edge, honeysuckle and lavender.



**Ancient Lakes
Eight Thousand
Lakes Riesling
2019, USA,
£12.99, Majestic**

This hits the spot with purity and wet stone-fruit aromas, citrus and florals. Perfect with Thai prawns.



**Penfolds
Koonunga Hill
Chardonnay
2020, Australia,
£9, Tesco**

This is a fresh, fruity style, with floral aromas mingling with yellow fruits. It's perfectly balanced.



Crisp fresh whites to lift the mood

Ioanna Davis



SOMETIMES it's easy to get stuck in a wine rut - and quite frankly, after such a crazy year, it's hardly surprising some of us have blindly lifted the same old bottle from the shelf, time and time again.

A shift in the seasons might be just what we need to shake things up a bit. Spring is winking at us from around the corner, and what we want now are crisp, fresh whites to lift our mood - and make us feel as pulled together as a classic white linen shirt for the next Zoom call.

So, as we count down to longer days and sipping white wine in the sunshine, we've rounded up some new releases and top drops you may not have tasted before.

1. The Hidden Sea Sauvignon Blanc 2020, Limestone Coast, South Australia, currently £7 (was £9), Sainsbury's

A snappy sauvignon blanc that's vivacious rather than herbaceous, think ripe, sun-kissed tropical fruit with a good balance of passion fruit, pineapple and lots of tangy green flavours overlaid with grassy notes, juicy lime and a zesty, citrusy finish.

2. Les Jarmettes Viognier 2019, Pays d'Oc, France, £7.35, Co-op stores

The most sought-after white

grape from the Northern Rhone, viognier thrives in

the south of France, and this one delivers ample peaches and apricot fruit with a honeyed edge, honeysuckle and lovely lavender character on the nose, good density and harmonious, moreish finish. A viognier with vivacity and very attractive for the price.

3. Specially Selected Freeman's Bay New Zealand Riesling 2014, Marlborough, New Zealand, £7.99, Aldi

An impressive new release and favourite match with spicy food, this dry riesling illustrates how a little bit of ageing brings nuances of petrol (much nicer than it sounds!) to an aromatic nose of citrusy, blossomy fruit.

4. M&S Classics No 30 Gruner Veltliner 2019, Austria, £8.50, Marks & Spencer stores

An ace example of Austria's signature white wine grape, gruner veltliner doesn't

exactly roll out the tongue - but with top drops like this, it doesn't take much convincing to realise how these sprightly whites can perk up the palate. Opening with enticing notes of apple, pear and elderflower, it's a vibrant and energetic style, with flavours of green apple and elderflower enlivened by subtle hints of ginger and pepper, with a crisp, fruity finish that keeps you coming back for more. A lovely surprise.

5. Penfolds Koonunga Hill

Chardonnay 2020, South Australia, £9, Tesco

What winemakers love to call a modern chardonnay - the fruit and oak are in total harmony with attractive acidity - this is a fresh, fruity style from Australia's top wine estate, famous for its cult reds.

6. Vergelegen Octagon Sauvignon Blanc Fairtrade 2020, Stellenbosch, South Africa, £10, Co-op stores

Co-op is the largest retailer of Fairtrade wine in the world, and it's exciting to see this award-winning winery has hit the shelves with Fairtrade certification.

Herbaceous with a classic sauvignon blanc bouquet of vibrant fruity aromas, fresh herbs and grassy notes, the sleek, textured palate's punctuated with gooseberry, grapefruit and green figs, topped with herbs and green pepper, showing plenty of energy, refreshing acidity and racy finish.

A distinctive savvy blanc.



It's time for a seasonal shift in your habits



To raise a glass to springtime, **Sam Wylie-Harris** pulls the cork on the brightest whites to turn to now

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An eco-friendly, good-time wine that also does good, Hidden Sea have partnered with ReSea Project, with the goal of removing plastic from the world's oceans – for every wine bottle sold, 10 plastic bottles are removed and recycled from the sea. We'll drink to that!

Les Javelles Viognier 2019, Pays d'Oc, France £7.35, Co-op stores

A silky, sensuous viognier that instantly feels luxurious (the shoulder of the bottle is embossed, channelling old-school cool) and a joy to drink. The



The Hidden Sea Sauvignon Blanc is a good-time wine.





Welcome the white stuff

Raising a glass to springtime, Sam Wylie-Harris pulls the cork on the brightest whites to turn to now...

7 whites to refresh the rack

To raise a glass to spring, Sam Wylie-Harris pulls the cork on the brightest wines

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herbs and green pepper, showing plenty of energy, refreshing acidity and racy finish. A distinctive savvy blanc.

7. Ancient Lakes 'Eight Thousand Lakes' Riesling 2019, Washington State, USA, £12.99, Majestic

Washington State has established a reputation for producing really good, dry riesling – and this is a delightful example that really hits the spot. The first thing that strikes is the fabulous purity that shines through, with wet stone-fruit aromas, citrus and florals, the palate is soft and pure, mixing lovely flavours of green apples and pears with touches of honey and bright, limey acidity on the mouth-watering finish. This would be perfect with fragrant Thai prawns.



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An eco-friendly, good-time wine that also does good, Hidden Sea have partnered with ReSea Project, with the goal of removing plastic from the world's oceans, so for every wine bottle sold, 10 plastic bottles are removed and recycled from the sea. We'll drink to that!

2. Les Janelles Vignier 2019, Pays d'Oc, France, £7.35, Co-op stores

A silky, sensuous vignier that instantly feels luxurious (the shoulder of the bottle is embossed, channelling old-school cool) and a joy to drink. The most sought-after white grape from the Northern Rhône, vignier thrives in the south of France, and this one delivers ample peaches and apricot fruit with a honeyed edge, honeysuckle and lively lavender character on the nose, good density and harmonious, moreish finish. A vignier with vivacity and very attractive for the price.



4. MAS Classics No 30 Grüner Veltliner 2019, Austria, £8.50, Marks & Spencer stores

An ace example of Austria's signature white wine grape, grüner veltliner doesn't exactly roll off the tongue, but with top drops like this, it doesn't take much convincing to realise how these sprightly whites can perk up the palate. Opening with enticing notes of apple, pear and elderflower, it's a vibrant and energetic style, with flavours of green apple and elderflower enlivened by subtle hints of ginger and pepper, with a crisp, fruity finish that keeps you coming back for more. A lovely surprise.

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So, as we count down to longer days and sipping white wine in the sunshine, we've rounded up some new releases and top drops you may not have tasted before...



5. Penfolds Koonunga Hill Chardonnay 2020, South Australia, £9, Tesco

What winemakers love to call a modern chardonnay – the fruit and oak are in total harmony with attractive acidity – this is a fresh, fruity style from Australia's top wine estate, famous for its cult reds. With floral aromas mingling with yellow fruits and a crisp, juicy palate of ripe citrus and a hint of pineapple, it's perfectly balanced and will turn the everyday into a delicious drop of sunshine.

6. Vergelegen Octagon Sauvignon Blanc Fairtrade 2020, Stellenbosch, South Africa, £10, Co-op stores

Co-op is the largest retailer of Fairtrade wine in the world, and it's exciting to see this award-winning winery has hit the shelves with Fairtrade certification. Herbaceous with a classic sauvignon blanc bouquet of vibrant fruity aromas, fresh herbs and grassy notes, the sleek, textured palate is punctuated with gooseberry, grapefruit and green figs, topped with herbs and green pepper, showing plenty of energy, refreshing acidity and racy finish. A distinctive savvy blanc.



7. Ancient Lakes Eight Thousand Lakes Riesling 2019, Washington State, USA, £12.99, Majestic

Washington State has established a reputation for producing really good, dry riesling, and this is a delightful example that really hits the spot. The first thing that strikes is the fabulous purity that shines through, with wet stone-fruit aromas, citrus and florals, the palate is soft and pure, mixing lovely flavours of green apples and pears with touches of honey and bright, limey acidity on the mouth-watering finish. This would be perfect with fragrant Thai peewees.

