

The Hidden Sea

MEDIA JOURNAL

July 2021 - September 2021



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AUSTRALIAN WINE EXPORTS: WHERE DO THEY GO FROM HERE?

Tyson Stelzer looks at the ramifications of China's extreme tariffs on Australian wine exports

28 Harpers Wine & Spirit July 2021

On 28 November 2020, China announced punitive tariffs on Australian wine of between 107% and 212%, serving a massive blow to an industry already wounded by three years of low yields culminating in droughts, bushfires and coronavirus. "This threat to rural Australia makes Covid-19 look like a bag of fairy floss," wrote Australia's *Wine Business Magazine* following China's announcement. An order of 1,000 tonnes of uncontracted fruit was cancelled by one large company the next day. And the pain was felt by both sides, as many millions of Chinese who love, pour, sell, distribute and import Australian wine were left reeling.

China's Ministry of Commerce falsely accused Australia of dumping cheap wine there, leaving many observers questioning why bulk wine was the only exempt category. And why was wine just one of a swathe of Australian exports to be slammed? Wine is of course just a pawn in a much larger diplomatic tussle. It's a tiny pawn at that, representing just 1% of Australia's total exports to China.

But for Australian wine, China is enormous, now





"It's more than just business, it's a genuine relationship and a cultural exchange"

James Lindner, Langmeil

the number one export market, accounting for AU\$1.2bn (19% by value) and the equivalent of 189 million bottles (40% by volume).

The impact of China's crippling tariffs was swift and deep. Exports to China between December 2020 and March 2021 were just AU\$12m, compared with AU\$325m in the same period last year (down more than 96%).

"The market has pretty much disappeared," bemoans Wine Australia CEO Andreas Clark. "All that is going into China at the moment is a bit of bulk wine, a little high-value wine and some brandy."

The impact was particularly acute as China was a premium market with a thirst for fine wine. But there's more at stake than just sales figures, politics and supply and demand.

"It's not just the commercial outcomes, but the genuine and real interactions and camaraderie that have fallen away," Clark points out.

James Lindner of Langmeil in the Barossa says: "It's more than just business, it's a genuine relationship and a cultural exchange. Bonds have been made with our Chinese friends over many lunches and dinners."

The diplomatic tussle is showing no signs of

abating, and in March China announced it would lock in its tariffs for five years. Such an extreme and sudden reaction was a dramatic wake-up call for Australian winemakers heavily reliant on this volatile market. The industry is scrambling to get its eggs out of this crumbling basket and looking where to send them next.

Taking mainland China out of the equation, Australia's wine exports were up 10% by value and 8% by volume in the 12 months to March 2021. Even accounting for China, the decline in value was just 4% and merely 1% in volume.

The key growth market was the UK (see box on page 30), while the US posted 4% growth in value to uphold its place as Australia's third export market. "We're working hard to resuscitate and support the US market, which is starting to show some success," reports Clark.

"The American market is the key," agrees Penfolds chief winemaker Peter Gago. "With 15 times the Australian population!"

He postulates doing things differently, perhaps even trying to sell en primeur, a practice virtually unheard of in Australian wine.

Oceania recorded 7% growth in value, with the China situation accelerating Wine Australia's focus in these markets. Activities are currently under way to link producers with importers and distributors in Thailand, Indonesia, Vietnam, Singapore and Malaysia.

Posting 55% growth in value, Hong Kong may appear to be the surprise success story for Australia, but in truth its performance was skewed by the re-routing of shipments destined for China in the wake of the tariff announcements.

"Hong Kong is an important market for us, but with the situation there at the moment, domestic consumption is not increasing," Clark reveals.



DIVERSIFYING MARKETS

It takes time and investment for wineries to diversify their markets, and this is no easy task in the midst of the most challenging period since the Second World War to actually travel and get on the ground.

"Nothing sells wine better than shoe leather!" declares Bellebonne Tasmania winemaker Natalie Fryar.

Smart operators saw this coming. "We have been well on the way to engaging new markets since January 2020," says the Barossa's Torbreck Vintners winemaker Ian Hongell. "It's been my primary directive for our export team. This won't replace China by any measure, but we will find a way to reshape our footprint."

The full repercussions of Australia's China catastrophe will take at least another year to fully play out. Some reprieve on the supply side was granted by three years of drought, culminating in further losses to bushfires and smoke taint in some regions in 2020. But 2021 delivered a bountiful and exemplary harvest – and at some point 189 million bottles a year destined for China will need to find a new home.

"There's a massive oversupply in South Australia, and if you account for exports to China, it's going to be very hard for regions that don't



FEATURE
Australia

have a strong reputation," says winemaker Steve Pannell of S C Pannell Wines. "I really don't know where Shiraz and Cabernet are going to go. There is nowhere for them to go. It's going to be tougher than I've seen it in my time."

Already grape prices began to decline in the 2021 harvest, with forecasts for increased downward pressure in 2022. "There will come a time when there is a significant shock on the demand side as a consequence of the China situation, which will flow right through the system to the growers," Clark warns.

He highlights that commercial entry-level wine is particularly sensitive to global supply and demand, and that inland regions are especially susceptible.

"The realignment of markets and trading relationships will likely take several years to play out and the value per litre Australia generates from markets replacing China may be less favourable, so we may face oversupply challenges and less reward throughout the supply chain over the coming years," forecasts Richie Vandenberg, CEO of Limestone Coast Wines, one of Australia's 20 largest wine exporters by value, and supplier of The Hidden Sea label and supermarket brands.



DOMESTIC DEMAND FOR PREMIUM

Another factor that mitigated the impact of the acute decline in Chinese exports was a surprise leap in domestic demand for fine wine in the wake of the pandemic. Australia has fared relatively well in the midst of coronavirus and its lockdowns have been comparatively short-lived. With international borders shut tight for 15 months (and counting), a surplus of discretionary spending has fuelled unprecedented domestic demand for premium wine from both on- and off-trade. To facilitate social distancing, cellar door tastings have been transformed en masse from traditional free-of-charge, stand-up format to sit-down, paid, tutored tastings. Cellar doors reaped the benefits as guests took a greater interest in their wines, stayed longer and purchased more bottles.

For all that this wild year has thrown at them, the optimism, adaptability and resilience for which Australian winemakers are known has again flourished in the face of adversity. "I've seen vine pulls, the rise and fall of the UK, USA and now China," reflects Hongell. "China was our third attempt as a country at getting it right, and we thought we were succeeding, with the highest prices paid per litre, not just value offerings. But all markets reset in time and we adapt."

30 Harpers Wine & Spirit July 2021



UK SUCCESS STORY

The big success story for Australian wine exports has been the UK, up 33% in value to AUS461m and up 21% in volume to the equivalent of 352 million bottles in the 12 months to March 2021. This solidified the country's position as Australia's number one export market by volume, overtaking the US to assume number two position behind China by value. The average value increased by 10% to the highest level in a decade.

"The UK remains a strong market," says Wine Australia's Clark, "off the back of our retail presence, where we have been number one for 20 years." However, he is quick to highlight that the opportunity for premium Australian wine in the UK is relatively small compared with China and the US.

Vandenberg of Limestone Coast Wines considers the UK by far the least profitable market. "But the prospect of a tariff-free, quota-free UK-Australia trade deal has strengthened hopes that the UK will fill the void left by China and reduce the cost of wine for British drinkers," he says.

The reality of a Free Trade Agreement (FTA) between Australia and the UK moved a step closer in June with the prime ministers of both countries confirming that a deal will be done, though with much detail still to be thrashed out. Wine is currently the single biggest agricultural export from Australia to the UK and Australian exporters are expecting an easing of export requirements and removal of tariffs will help offset some of the losses following Australia's current trade spat with China.

"The realignment of markets and trading relationships will likely take several years to play out"

Richie Vandenberg,
Limestone Coast Wines



Value:



TREND WATCH: WINES THAT SAVE OCEANS

Two recent launches are working with clean-ocean charities to raise money and awareness. Australian label **Hidden Sea** works with the ReSea Project to remove and recycle 10 plastic bottles from oceans and rivers for every bottle of wine it sells. They aim to remove 1 billion single-use plastic bottles by 2030. The range of four wines – Chardonnay, Sauvignon Blanc, Shiraz and a rosé – are grown in limestone vineyards, home to the fossilised whale that appears on every bottle.

Meanwhile **Coastal Reserve** works with Plastic Oceans Europe (*see details on plasticoceans.org*), donating 20p per bottle sold to the non-profit organisation, which promotes change in consumer behaviour, corporate and public policy on single-use plastics. The range includes a French Sauvignon Blanc, Spanish Merlot and Pinot Grigio Rosato from Italy. Look out for the vegan-friendly wines in restaurants and bars.

These new labels join **Sea Change**, launched in 2019, which supports ocean conservation through partnerships with key ocean and marine charities. The eco-friendly, sustainable range includes a Provence rosé, Prosecco and the Dolphin label Chardonnay and Negroamaro from Puglia, which are both available at Amazon UK. All three brands are also vegan.



 **Magazines Trade & Overseas**

Yellow News...

Client: Kingsland Drinks
Source: Drinks Retailing News
Date: 02/07/2021

Keyword: The Hidden Sea
Page: 18
Reach: 9000
Size: 1011
Value: 3862.02



A greener approach

The Co-op is ambitious in its desire to be a business at the forefront of sustainable retailing, and this has inspired the drinks team to look at a number of planet-friendly initiatives.

Sonya Hook speaks with the Co-op's head of drinks, **Simon Cairns**, to find out more

The Co-op announced recently that it aims to sell fully carbon-neutral own-brands by 2025, as part of its ambitious climate plan to achieve net zero carbon emission by 2040. Simon Cairns, the Co-op's head of drinks, says there is "absolutely" a desire from the Co-op's customer base for more planet-friendly products and practices and this has encouraged the retailer to look closely at its own-brands. But, he says, it is important these items don't come with a premium price tag.

He says: "The intention from our point of view is that we have set a clear ambition with our own brand, but we follow that up with discussions with our branded partners as well."

"I don't want to set suppliers an impossible challenge and that's why we want to go on the journey ourselves. We want to try to take a bit of leadership in this space and for the benefit of our suppliers as well, because ultimately it is a goal that we as an industry share."

Cairns: "Clear ambition"

KANTAR MEDIA

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Magazines Trade & Overseas



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The Co-op has never been solely focused on cost, Cairns says, because it has always had other considerations such as Fairtrade, One Foundation or other initiatives it supports, but this list of "other considerations" is now growing.

He says: "I would like to think that, when we are choosing the partner to work with, we will have considerations around whether or not they are helping businesses to reduce carbon or carbon offsetting, or whether or not they are using recycled packaging, or whether or not it is biodegradable packaging.

"I do think it is not just about being solely focused on cost as a buyer anymore; there are so many other facets that are important to the customer as well and we have to consider all of those things, but at the same time we still have to offer a great product and great value and it is finding that roadway through it."

For the drinks sector, Cairns says the most obvious challenge when thinking about sustainability is that the packaging weight is directly associated with carbon consumption.

He says: "As an industry, over the years we started to see heavier and heavier packaging, because we have instilled in customers the belief that a heavier bottle equates to a better-quality product. Changing some of that mindset is quite an interesting challenge.

"At the same time, customers now quite rightly say they don't want plastics used in the same way they were previously. If it was just a question of taking weight out of our supply chain, we probably would look at whether we could switch from glass to plastic, but then the plastic we use would have to be recyclable and we then still must have that conversation with the customer to let them know that it is 'good' plastic, and that the reason for the change is about packaging weight.

"But there are brands out there that are looking at things in a different way. We have a brand on the shelf at the moment [Banrock Station] which is in a recycled PET flat bottle, which, from a shipping perspective, makes really efficient use of the space, but it is also a far lighter bottle. Sales are reasonably good, but quite honestly it is a lone voice at the moment.

"We need to make a bigger splash as an industry to show we are absolutely going down this route and that it is the right route. I am not saying the flat bottle is the only answer. I think we need to really consider the best options and how you can make change with some scale behind it."

PACKAGING FORMATS

The Co-op will also be exploring more bag-in-box and canned drink options.

He says: "There are options we need to explore thoroughly while also thinking about how customers want to shop in the convenience channel or via Deliveroo. Is there a better option than moving around a glass bottle if you are going to be delivering it on the back of a bicycle? It's that kind of thinking which gives us permission to explore different packaging options."

Organic wine is another consideration for the drinks team when looking at sustainability, and this is an area where the retailer is already starting to gain traction.

Cairns says: "I would love to get to a stage where we can



We need to make a bigger splash as an industry to show we are absolutely going down this route and that it is the right route

SIMON CAIRNS

champion more organic production because it is a sustainable way of producing a crop. The good news is that the organic wines we have brought in have started to perform well. Demand is growing but there is more we can do from an education point of view. We need to explain what it means to be organic and why it is a good choice to make.

"The viticulturalists and winemakers I have met who have moved to organic methods are so passionate. They must be really committed to switch to organic because, on the face of it, there is a lot of risk. I think we [as retailers] have got a responsibility there to support this for the longer term."

The drinks team is also looking more closely at products that support sustainable initiatives.

In 2019 for example, the retailer joined forces with Taylor's port to fund a reforestation project in the Douro Valley. Last year it teamed up with Brewgooder and Robinsons Brewery to launch an exclusive beer to help fund clean water development projects in Africa.

The Brewgooder Foundation is on a mission to use the power of craft beer to bring clean drinking water to 100,000 people in developing countries, which Cairns says is "a great initiative."

He says: "Another one is Toast Ale, producing beer from bread that would otherwise go to food waste. We have just brought some spirits in with a similar ethos called Discarded. There is some good innovation with [Hidden Sea](#) Chardonnay. For me it is where, as a retailer, we can start to make a difference.

"What I hope to see happens is that if you can find a product that people enjoy consuming, but even better if you can find a product that is also actually helping to bring about positive change. That's what we are trying to do, particularly as the Co-op is community-led."

Collaboration projects with suppliers, but potentially with the wider industry too, are important, he notes.

"If we all sit in isolation and come up with our own individual solutions to the problem, it will take us a lot longer and it won't be as consistent from a customer perspective.

"If we are a bit more open and working collaboratively about the shared challenge that we have as a drinks industry, then actually we will get somewhere far quicker with a collective voice which resonates more clearly with our customer. Otherwise you are back to the flat bottle, which is great, but unless you are an incredibly well-meaning customer it is just an isolated product on-shelf.

"Customers want to see change in this space. I think very quickly it will become an absolute ask of our customers and if we are not proactive in this space, we are just not doing the right thing by them."



We earn a commission for products purchased through some links in this article.

9 best rosés under £10, that actually taste nice

Because summer has got to start sometime

by **STACEY SMITH**  **JUL 8, 2021**



The Hidden Sea recently launched in the UK and has pledged to remove 10 plastic bottles from the ocean for every bottle sold — just in time for Plastic Free July! So far they've already cleaned up over three million bottles, and with your help they reckon they could do one billion by 2030. With notes of red apple and creamy apricot, we're happy to do our bit.

8

BEST ECO-FRIENDLY ROSÉ

The Hidden Sea Rosé



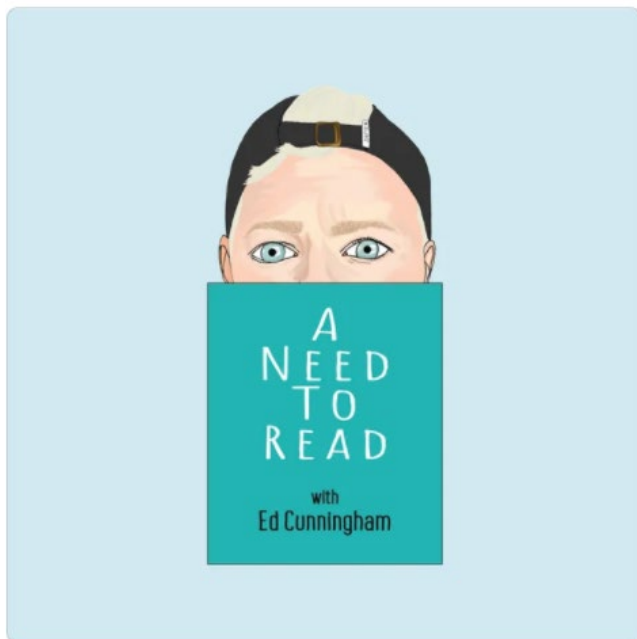
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Justin Moran is the serial entrepreneur and most recently co-founder of 'The Hidden Sea Wine'. The company is aiming to remove 1 Billion plastic bottles from the ocean by 2030 and is currently at 4 million. We discuss; the idea behind The Hidden Sea, office book clubs, books for building brands, discipline, how you can really help clear plastic from the ocean, and much more.



SHOP SMART with **RUKI SAYID** and **TRICIA PHILLIPS**

Return of grill power

If you've had to put your barbie parties on the back burner, now is the time to get fired up as National Barbecue Week is in full swing.

The weather's still a mixed bag but with two big sports finals on Super Sunday – Wimbledon and Euro 2020 – there's a reason to get the covers off. But if your kit is looking a little worse for wear, there's no need to panic.

We've tracked down deals on all you need, from the barbecue itself to the food and drink, so you won't burn a hole in your pocket.

Now, together after us: "I'm a barbie girl..."



Trivion table top
ergos, was £150,
30 **SAVE: £20**



ter Weavers
ster apron,
elm, was £20,
16 **SAVE: £4**

memaster
-piece
rbecue set,
best Price

BOOZE

Heineken premium lager (12x330ml), Asda £10 or three for £21 **SAVE: £9**

Kopparberg mixed fruit cider (12x330ml), Tesco, £11.50 or £10 with Clubcard **SAVE: £1.50**

The Hidden Sea rose (75cl), Sainsbury's, was £9, now £7 **SAVE: £2**

Wolf Blass Yellow Label Chardonnay (75cl), Morrisons, was £8.50, now £6.50 **SAVE: £2**

Freixenet Italian sparkling rose (75cl), Waitrose, was £12, now £9 **SAVE: £3**

Burra Brook Sauvignon Blanc (75cl), Marks & Spencer, was £7, now £6 **SAVE: £1**



ÄDLA DRYCKER



Piña Colada i ildertappning
Nu lanserar Somersby en egen tolkning av den klassiska sommardrinken Piña Colada med smak av fruktig ananas och tropisk kokos.
Artnr: 1401
Pris: 16,90 kr.
Land: Sverige



Rhubarb Smash
40 ml Koskenkorva Rhubarb
30 ml Citronjuice
10 ml Sockerlag
10 Myntblad
Skummad äggvita

Mät upp alla ingredienser i en shaker. Skaka hårt och sila ned i ett kylt glas med is. Gamera och servera.

Koskenkorva Rhubarb
Koskenkorva Rhubarb är välbalanserad och frisk, gjord på färska rabarber och granatäpple. Naturlig smak av rabarber i härlig kombination med juicigt granatäpple.

Artnr: 50380
Pris: 149 kr.
Land: Finland



Alexandre Bonnet Grande Réserve Brut
Champagnen har toner av äpplen, brioche, vita blommor och citrusfrukt. Utmärkt till fisk, skaldjur eller att dricka som den är, både till vardags och fest.
Artnr: 7555
Pris: 305 kr.
Land: Frankrike



Alexandre Bonnet Perle Rosé Brut
Perle Rosé Brut har en torr, nyanserad och mycket frisk smak med inslag av skogshallon, smultron, kex och blodapelsin. Passar perfekt som en somrig aperitif men även till fisk, skaldjur och kyckling.
Artnr: 7471
Pris: 309 kr.
Land: Frankrike



The Hidden Sea Rosé
Ett fantastiskt rosévin på Bag-in-box från vindstruket South Australia med ett lika fantastiskt mervärde. Varje såld box bidrar nämligen till att rensa världshaven från plast genom ett samarbete mellan Giertz Vinimport, producenten och ReSea Project.
Artnr: 605108
Pris: 219 kr.
Land: Australien



Xanté Elderflower & Pear
Xanté Elderflower & Pear är en uppfriskande och innovativ kombination av söta päron och blommig fläder, som kopplar an till vår kärlek för fläder i Sverige.
Artnr: 50388
Pris: 169 kr.



The best rosé wines to enjoy this summer

Our expert panel tasted 27 rosés to bring you the best for 2021

 BY STACEY SMITH, MELANIE GIANDZI AND PRODUCTS TESTED BY THE GOOD HOUSEKEEPING INSTITUTE 02/07/2021

12

These also passed...

Freixenet Italian Rosé 75cl,

11.5% ABV, £10.95, **78/100**

Sainsbury's Taste The Difference

Fronton Negrette Rosé 75cl,

12.5% ABV, £6, **78/100**

Mas de Longchamp Rosé

Alpilles 75cl, 12.5% ABV, £9.90,

77/100

The Hidden Sea Rosé 75cl, 12%

ABV, £7, **77/100**

ASDA Extra Special Pinot Grigio

Rosé 75cl, 12% ABV, £6, **75/100**

Harvey Nichols Cotswolds Pinot

Rosé 75cl, 12% ABV, £16.50,

75/100

Oxney Organic Rosé 75cl, 12%

ABV, £17.77, **75/100**

Sea Change Provence Rosé 75cl,

13% ABV, £16.99, **75/100**

Château Léoube 'Secret de

Léoube' Rosé 75cl, 13.5%,

£32.50, **74/100**





THE INDICATOR FROM PLANET MONEY

Australian Wine: Political Football

July 14, 2021 - 2:02 PM ET

DARIAN WOODS STACEY VANEEK SMITH

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9-Minute Listen + PLAYLIST



Vision House Photography/Vision House Photography

We at The Indicator and Planet Money are looking for our fall and winter intern for 2021/2022! It's paid, and you can do it remotely from anywhere in the US. [Apply here.](#)

Trade wars are not always about trade. China was once the largest market for Australia's thriving billion-dollar wine industry. And while that Aussie shiraz is as jammy as it's ever been, a souring relationship between the two governments has had a souring effect on trade as well.

The Australian government has been vocal against China in recent years, ranging from territory disputes to human rights concerns. And it was Australian Prime Minister Scott Morrison's call to investigate the origins and initial spread of COVID-19 in China that added fuel to the fire.

Soon after, China said it was investigating adding huge tariffs against Australian wine, which it claimed would be to prevent dumping. This is the story of an Australia winemaker who didn't really think geopolitics would affect him — until it did.

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SAwine
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WEEKLY

WATCH US ON  

THE HIDDEN SEA
WEDNESDAY | 8 PM





The Hidden Sea wines | Photo source The Hidden Sea

Innovation > Sustainability > Wine brand promises to recycle 100 plastic bottles for every pledge signed

WINE BRAND PROMISES TO RECYCLE 100 PLASTIC BOTTLES FOR EVERY PLEDGE SIGNED

SUSTAINABILITY

f t in

Download PDF

The pledge will last for the month of July and the brand has also committed to removing 1 billion plastic bottles from the ocean by 2030

Spotted: Australian wine brand, The Hidden Sea, has promised to remove and recycle the equivalent of 100 plastic bottles with each "Plastic Free July" pledge signed on their website.

By signing the pledge, customers agree to "To avoid buying products wrapped in plastic as much as possible. To reduce the amount of single-use plastic products I use every day. To be more aware of the impact that plastic is making on the health of our oceans and rivers; and to support companies that are working hard to make a quantifiable, tangible positive impact on our environment".

For The Hidden Sea, "business as usual" means that with each bottle of wine sold, they remove and recycle 10 plastic bottles from the ocean.

The initiative forms part of an ambitious goal set during July 2020 of removing 1 billion plastic bottles from the ocean by 2030. Since then, they have removed over 3 million plastic bottles and during the month of May, alone, The Hidden Sea removed over 1 million plastic bottles from the sea. To be precise, the company removed 1,322,610 single-use plastic bottles from the world's oceans, equating to 20,044 kilos (or 45,200 pounds). Since July 2020, they have removed over 3 million plastic bottles.

According to the Hidden Sea, the process is fully verified through their partner project ReSea, an ocean waste collection

agency certified independently by third party Det Norske Veritas (DNV GL). This allows them to trace plastic from oceans and rivers all the way back to the location where it was recovered.

Justin Moran, Hidden Sea co-founder told Springwise that "I was inspired to be part of the solution, not the problem, by my overwhelming belief that we need to protect our planet. It's not only my belief but it's backed up by research that our ocean is the sickest part of our planet."

For customers, each bottle of The Hidden Sea comes with a custom QR code to transparently track the plastic removed with each purchase. With this, the company hopes to define a new standard for ocean plastic clean-ups.

According to the company, recycling varied depending on the quality of the plastic collected. On average, 45 per cent of collected plastic goes to fuels, another 45 per cent is recycled and returned to ReSea's parent company OWP and 10 per cent is said to be so bad that it needs to go into landfill.

Written By: Katrina Lane

Explore more: Food & Drink Innovations | Sustainability Innovations

19th July 2021

Website: thehiddensea.com
Contact: thehiddensea.com/pages/contact-us

Takeaway:

At least 8 million tons of plastic end up in the oceans every year. By now, we all know that this is a problem because marine species ingest and get trapped by plastic debris and that plastic pollution directly threatens food safety, human health, coastal tourism and contributes to climate change. Whilst removing plastic from the ocean and tracing it back to source is important, fundamentally there is a need to tackle the amount of unnecessary plastic production and waste that is generated every day.



Five Ways to

Do just about anything...

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Five Ways to reduce plastic consumption



This Plastic Free July, Justin Moran from [The Hidden Sea Wine](#) – which removes 10 plastic bottles from the ocean every time someone buys a bottle of its' wine – gives his Top 5 Tips to reduce plastic consumption.

Justin Moran, co-founder of The [Hidden Sea Wine](#) says; " Of the 6.3 billion tonnes of plastic produced since its invention in the 1930s, only 9 per cent has ever been recycled...Many might look at this statistic and think... 'other countries'. Sorry to disappoint, but over 60% of all our plastic waste is shipped off to developing countries...The UK is the 2nd largest producer of plastic waste on the planet. We're only beaten by the United States. It's a disgrace."



- Stop using single use plastic's altogether! Demand your retailers change. So obviously bring your own bags. Buy [fresh fruit and vegetables](#) which are loose in supermarkets, rather than pre-packed in plastic wrappers. Fruit and vegetables come with natural wrapping already.
- Seek out alternative (reuse) delivery models for every day household products. Soaps, laundry detergent, shampoos etc. Companies similar to [loopstore.co.uk](#)
- Don't buy water in plastic bottles! Remember bottled water companies don't produce water, they produce plastic bottles. this is a simple way to reduce plastic consumption.
- Do not support take out restaurants that serve food in single use plastic. Eat in or bring your own containers.
- Buy eggs in cardboard boxes, rather than plastic boxes.

[Five Ways to create a home bar](#)

[Five Ways to organise your campervan renovation](#)

[Non alcoholic cocktails](#)

[Keeping positive – Puzzle of positivity](#)

[Five Ways to get a great night's sleep](#)



The screenshot shows the DrinksRetailing NEWS website. The main article is titled "A Greener Approach" by Sonya Hook, dated 120 July 2021. It features a photo of Simon Cairns, the head of drinks at the Co-op. The article discusses the Co-op's commitment to sustainable retailing and its goal to be carbon-neutral by 2025. A "Most read articles" list is visible on the right, and a "Digital Edition" section is also present.

DrinksRetailing^{NEWS}

CHAMPIONING THE OFF-TRADE SINCE 1863

NEWS ▾ ANALYSIS OPINION EVENTS ▾ ABOUT ▾ DIGITAL EDITION INNOVATION HUB BLOG

Home / Analysis

A Greener Approach

By Sonya Hook | 20 July 2021

The Co-op is ambitious in its desire to be a business at the forefront of sustainable retailing, and this has inspired the drinks team to look at a number of planet-friendly initiatives. Sonya Hooks speaks with the Co-op's head of drinks, Simon Cairns, to find out more:

The Co-op announced recently that it aims to sell fully carbon-neutral own-brands by 2025, as part of its ambitious climate plan to achieve net zero carbon emission by 2040.

Simon Cairns, the Co-op's head of drinks, says there is "absolutely" a desire from the Co-op's customer base for more planet-friendly products and practices and this has encouraged the retailer to look closely at its own brands.

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6. A Greener Approach
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10. Virgin Wines launches exclusive Tuffers' Tipple.

Digital Edition

The latest digital edition can be found [here](#).

DrinksRetailing
Planet-friendly projects

There is some good innovation with Hidden Sea Chardonnay. For me it is where, as a retailer, we can start to make a difference.

"What I say to the buyers is, it is great if you can find a good product that people enjoy consuming, but even better if you can find a product that is also actually helping to bring about positive change. That's what we are trying to do, particularly as the Co-op is community-led."

Collaboration projects with suppliers, but potentially with the wider industry too, are important, he notes.

"If we all sit in isolation and come up with our own individual solutions to the problem, it will take us a lot longer and it won't be as consistent from a customer perspective.

"If we are a bit more open and working collaboratively about the shared challenge that we have as a drinks industry, then actually we will get somewhere far quicker with a collective voice which resonates more clearly with our customer.



FASHION JOURNAL

LIFE

28.07.2021

Where to find Australia's best sustainable alcohol



IMAGE VIA @NOTWASTED_/INSTAGRAM
WORDS BY MAGENTA PORTER

Environmentally friendly beers,
wines and spirits.

The Hidden Sea

The Hidden Sea is so much more than just a good drop of vino – with every bottle of wine sold, the company pledges to remove ten plastic bottles from our oceans and rivers. Its grapes are grown on a unique vineyard site in South Australia, that has an ancient whale fossil buried beneath it, contributing to the richness and fertility of the soil of the plot. The company aims to remove 1 billion single-use plastic bottles from the ocean by 2030. This goal, combined with their range of sustainable practices, makes a Hidden Sea wine one of the most guilt-free glasses you'll ever devour.

thehiddensea.com



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KINGSLAND DRINKS AND THE HIDDEN SEA CONTINUE OCEAN CLEAN UP MISSION DURING PLASTIC FREE JULY

Posted by Francesca Gaffey | Jul 31, 2021 | Environment | 0 | ★★★★★

Irlam's Kingsland Drinks and Australian wine brand The Hidden Sea, stocked in Sainsbury's and Co-op, have taken over 63,000 plastic bottles out of the ocean this Plastic Free July as the brand doubles down on its goal to remove one billion by 2030.

Consumers have pledged to reduce plastic waste via The Hidden Sea websites the wine brand continues its mission restore the ocean. To date, The Hidden Sea has removed over four million plastic bottles from the ocean.

Justin Moran, co-founder of The Hidden Sea, says; "The UK is the second largest producer of plastic waste on the planet, beaten only by the United States. It's a disgrace. Plastic Free July is an opportunity for people to make a small change, which will have a huge impact on the planet.

"On average - every adult in the UK uses 175 plastic bottles every year. If people just made one slight change to the kind of products they buy, collectively that is literally millions of plastic bottles that won't end up in the oceans each year."

Consumers have been encouraged to make small changes to their plastic use - from shopping with retailers that use paper bags, using take-aways that don't use plastic containers to using reusable drinking bottles.

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A Slogan with



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NORTH OF ENGLAND

Kingsland Drinks And The Hidden Sea Continue Mission To Restore The Oceans During Plastic Free July

By Francesca Gaffey - 29 July 2021



The Hidden Sea co-founder Justin Moran pictured in the ocean

Irlam's Kingsland Drinks and Australian wine brand The Hidden Sea, stocked in Sainsbury's and Co-op, have taken over 63,000 plastic bottles out of the ocean this Plastic Free July as the brand doubles down on its goal to remove one billion by 2030. Consumers have pledged to reduce plastic waste via The Hidden Sea website as the wine brand continues its mission restore the ocean. To date, The Hidden Sea has removed over four million plastic bottles from the ocean.

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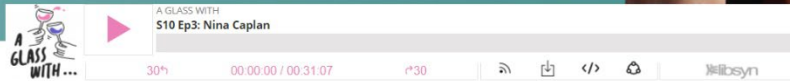
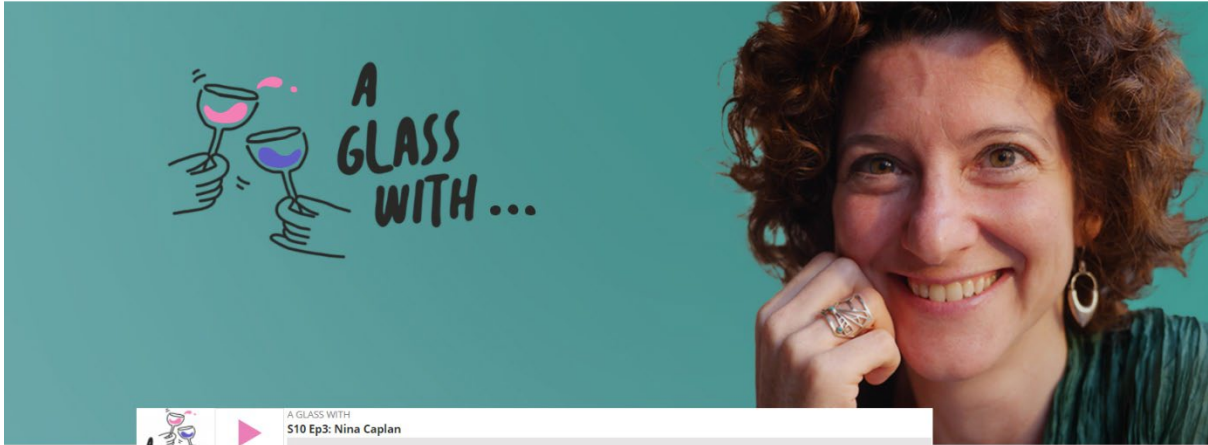


4 August 2021 | A Glass With Nina Caplan (Olly Smith Podcast) (UK)

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NEWS

The week in pictures

06 AUGUST 2021

By Christian Smith

This week in the world of drinks: The Hidden Sea Wine removed over 63,000 plastic bottles from the ocean in July as part of its billion bottle removal pledge, UK importer Indigo Wine releases No Man is an Island wine to raise money for hospitality action, and St James bar appoints a new head bartender.

The Hidden Sea Wine, backed by Sainsbury's and the Co-op, removed more than one million plastic bottles from the ocean in July, as part of its wider pledge to remove one billion bottles by 2030. To date, the brand has removed over four million bottles from the ocean.



The Hidden Sea co-founder Justin Moran pictured in the ocean



luxurious magazine

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The Hidden Sea Creates Waves With Delicious Australian Wine

by Jeremy Webb

Published 9 August 2021 at 09:35



I don't think anyone who reads our magazine is unaware of the horrendous issue of plastic pollution. Wherever possible, we try to educate through our stories, which is why we chose to write about The Hidden Sea wine company who are fighting back against plastic infesting the Oceans.

This article is not telling you about the wine produced by the Australian company The Hidden Sea. The brand is fighting back against pollution caused by plastic entering the sea. A worthy cause their ethos is an excellent excuse to buy wine from this new Vineyard for me and all at Luxurious.

The Hidden Sea Name

Twenty-six million years ago, South Australia's incredible Limestone Coast was covered by a vast ocean, home to a thriving marine ecosystem. Dramatic ice ages caused the sea to recede, leaving the area rich with deep limestone deposits containing majestic marine fossils. Ancient mineralised relics, and an extensive collection of marine life, now lay buried beneath the alluvial soils of this World Heritage site.



One relic of this was the fossilised remains of an ancient whale which contributes to the rich, fertile soil in their Vineyard. It also has somewhat of a hidden superpower as it acts as a unique, natural filtration system making it perfect for growing the grapes used in their award-winning wines.

Retired Australian Football League star Richie Vandenberg and Justin Moran co-founded The Hidden Sea to create a brand that empowers its customers to make change happen with every purchase.

Richie said, "This is not another drinking moment. This is a movement. We make premium wine for people with a social conscience, who want to change the world for good."

SEARCH LUXURIOUS MAGAZINE



Money Habits Worth Developing to Boost Your Personal Wealth



The Lowry Hotel's New Personalised Celebration Packages for 2021



Serengeti Eyewear's Stylish New Oatman and Rolla Eco-Nylon Frames



A Stay at Rothay Manor in Ambleside is a Mouthwatering Adventure



Sloane Place, Chelsea's New Boutique Hotel & Restaurant is All Set to Thrill



Tales of The Macallan Volume I Unveiled With £60,000 Price Tag



Popular Foods People are Consuming that are Damaging the Planet





The Hidden Sea is on a mission to take single-use plastic out of the sea. For every bottle of wine sold, ten bottles of plastic are removed from the ocean. The brand's co-founder Justin Moran believes that the only way to stop plastic going into the sea is to stop buying plastic. Single-use plastic is part of our throwaway culture, and this has to change.

Justin said, "Nine per cent of plastic is recycled. Many might look at this statistic and think... 'other countries.' Sorry to disappoint you, but over 60 per cent of the UK's plastic waste is shipped to developing countries. The UK is the second-largest producer of plastic waste on the planet—beaten only by the United States. It's a disgrace."

The ocean waste plastic clean-up is done in partnership with ReSea Project—a community-driven Danish company operating in Indonesia, a significant recipient of plastic waste from countries worldwide. The ReSea Project pays local workers a rate more than 75% higher than the set minimum wage in Jakarta—significantly raising their standard of living to remove the plastic.

The Hidden Sea has already drawn over 4 million plastic bottles from the ocean and is on track to take One billion plastic bottles out of the sea by 2030.

Justin added, "On average, every adult in the UK uses 175 plastic bottles per year. If people made just one slight change to the kind of products they buy in their weekly shop, it could save millions of plastic bottles from entering the ocean every year."

"When consumers stop buying single-use plastic, the industry will have to reassess how it sells products. Customer behaviour can force companies to innovate, rethink, and source sustainable materials. The power of consumer spending is going to be what drives the change."





Ahead of COP26, which is taking place in Glasgow in November, Justin states, "Governments' need to work together to put a tax on products made from new plastic. This would make recycled plastic more valuable than virgin plastic. Just 20 polymer producers account for over HALF of all single-use plastic waste generated GLOBALLY—and the top 100 accounts for 90%. If just 100 companies made a change to the plastic they used, it would have a massive effect on the plastic pollution problem.

Globally, we need to work towards 100% of plastic packaging being reusable, recyclable, or compostable. In innovation for alternative delivery models, investment is needed, and greater financial input is required in services that collect used plastic packaging and recycle it. Until the world unites to stop plastic ending up in the ocean, we'll continue taking plastic out of the ocean one bottle at a time."

I am sure you will agree that Hidden Sea certainly has excellent goals and a great ethos. My colleagues and I wish them well in all their pursuits.

The Hidden Sea Wine – Where and How?

The Hidden Sea remove and recycle ten plastic bottles from oceans and rivers for every bottle of wine it sells. The brand wants to remove and recycle 1 billion single-use plastic bottles from the ocean by 2030. It's an ambitious goal, but the sea doesn't need half-measures. For more information, please visit <https://thehiddensea.com>.

For more articles, reviews and guides on wines, please click [here](#).



OK!
LOVES
WE'RE DROOLING
OVER A WHOLE
HOST OF SUNNY
MUST-HAVES
THIS WEEK



La Galeria
Elefante
dress
AND/OR
at John
Lewis &
Partners
£195



The Hidden Sea Rosé
Sainsbury's £9



Hat
Levi's £35



Earrings
Lavish
by Tricia
Milaneze
at Wolf &
Badger £120



and pumps up its new wings to allow them to dry and stiffen before taking to the sky. The process takes between one and three hours. After all the time invested in reaching its adult form, a dragonfly's life on the wing is brief, lasting just a few weeks.

Ben Keywood, from Sheffield Wildlife Trust, says: "They are a successful dynasty of insects, with predecessors stretching back 300 million years. "Dragonflies



the size of small cars were flying in the skies at the same time that dinosaurs roamed the earth.

"Being able to distinguish dragonflies from damselflies is relatively easy. Generally, damselflies rest with wings up, while

dragonflies appear stockier and rest with their wings down. I particularly enjoy the experience of a hawk dropping down from above, presumably using those huge eyes to investigate me or patrol its patch. If you want to help dragonflies, install a pond in your garden and reduce or eliminate the use of toxic pesticides. With insect numbers in real trouble across the country, we can all do something to help."

For the best places to see dragonflies, please visit wildlifetrusts.org

CANDIS LOVES...

Wine drinkers can now enjoy their favourite tippable while helping to save the planet at the same time. As well as being delicious, for every bottle sold The Hidden Sea removes ten plastic bottles from the ocean – with the aim of removing **ONE BILLION** by 2030. The Hidden Sea has already removed over 1.6 million bottles since last summer! Sauvignon Blanc and Rosé both £9, Sainsbury's; Chardonnay £8, Co-op.



SEPTEMBER SUNDRIES...

Look out for the full Harvest Moon on **20 SEPTEMBER**, so called because moonrise starts soon after sunset, resulting in unusually bright moonlight from early evening.

On **22 SEPTEMBER**, the sun is directly above the equator, marking the exact time of the autumnal equinox here in the northern hemisphere.

In the UK, **26 SEPTEMBER** is the most common birthday for people born in the past 20 years (that's exactly nine months after Boxing Day!).





If we all had a pound for every time we were told the “story” behind a particular brand, wine or spirit then we would not have to work at all. But there is a big difference between how interesting, relevant and captivating a product story might be. Then there’s the skill in how you actually tell that story. Which is what the People’s Choice Drinks Awards ‘Story Behind The Label’ competition is all about. The chance for brands, and drinks companies entering the awards, to also tell the story behind their liquid in its video competition which is being opened up to the spirits sector for the first time this year. Here’s what spirits brands have to do to enter and why The Buyer is delighted to be the main category sponsor for both the wine and spirits categories.

By Richard Siddie · Share this...
August 11, 2021

The Story Behind the Label competition, in partnership with The Buyer, has proved a popular category to win in the **People’s Choice Wine Awards** which is why it has been extended to cover **spirits for the 2022 awards**. The wine video competition opens in October.

How good are you at telling a story? Are buyers and customers waiting on every word as you explain how your particular spirit came to be and just why they need to list it in their particular store or restaurant?

Well whether you are a good raconteur or not this is an opportunity to showcase your brand in a way that might bring it to the attention of a whole new audience.

The People’s Choice Spirits Awards is opening up the Story Behind the Label video competition to any brand or business that is entering products into the main drinks categories this year. What’s more it’s free to enter and, like the wine competition, a shortlist of four videos will be selected to be shown as part of the main awards ceremony with invited guests asked to vote for their winner.



2021 Winner: Hidden Sea



The vegan wine brand removing plastic from our oceans

Next Story  



SmileyMovement Team | 21 days ago

Responsible Consumption and Production | UN Goals | **UN Goals**   < share

Hidden Sea Wine has one, pretty simple mission: to remove plastic from the ocean. “We are not creating another drinking moment, we are creating a movement,” they say.

The brand launched in 2015. Co-founder Justin Moran got into the wine industry a few years earlier – and it was by chance. While selling another business, he was presented with an opportunity to get involved with a dormant facility in the Limestone Coast in Australia. “I thought it’d be a cosy winery, but it was everything but that,” he tells Smiley News. “I had a passion for food and wine, but that didn’t drive me – it was the opportunity that did.”

Alongside his partner Richie, Justin wanted to develop a wine brand with a purpose – one where customers could feel part of something bigger than themselves. In the early days, it was more of a passion project, he says. But Justin and his team had always given back to ocean projects, such as Lonely Whale and Project Zero.

[Read More: [How millets can save the environment](#)]

However, he wanted more. Justin wanted to know exactly what was happening with the money Hidden Sea was donating to these projects. “I wanted to know the tangible impact the business could make,” he says. In early 2020, they started working with the [ReSea Project](#), a community-driven Danish company operating in southeast Asia where much of the plastic waste generated by the developed world is shipped.

“We did all our due-diligence,” he says, “we wanted to make sure that before we shared more about our work with them, everything was done to a high standard and the impact we were making was quantifiable.”

In July 2020, the brand launched its new message: for every one bottle sold, they would remove (and recycle) the equivalent of 10 plastic bottles out of the ocean. The goal? To remove one billion bottles from the ocean by 2030.

So far, Hidden Sea has removed the equivalent of 5.5 million bottles – that’s 100,000 kilos of plastic. And now, they’re chuffed they can directly show the impact their business is making.

[Read More: [Seaweed is vital in the climate crisis](#)]

Each bottle has a QR code that you can scan, so you can see exactly where plastic has been removed, the number of bottles, and the stories behind it.

“It was hard to get that tangible change until we met ReSea,” says Justin. “We couldn’t track with certainty. But now, we have a simple yet sophisticated operation. People understand what we stand for and they buy into the movement.”

In the UK, the brand is in Sainsbury’s, Co-op, and in Asda from next month. With Hidden Sea, you can get Shiraz, Chardonnay, Pinot, Sauvignon, and a rose.

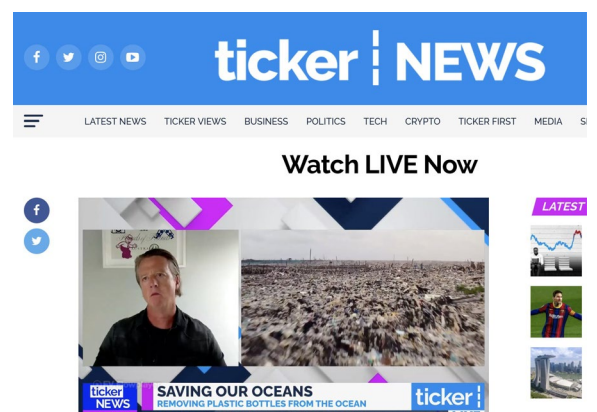
Everyone can relate to the environment, says Justin, but not everyone can relate to wine. Perhaps this is why Hidden Sea has such an engaged customer base. “People come up to me with passion about our brand because of why we do what we do,” he says.

“Ultimately, our goal is to make the next generation’s life that little bit better. We have a responsibility as a business to make a difference and do good.”

“Oh,” adds Justin, “and the wine is delicious.”

Find out more about [Hidden Sea Wine on its website](#).





Get this!

We're loving a whole host of sunny must-haves this week



OFF THE SCALE
Crossbody bag
Kate Spade
£325



CLEAR AS DAY
Session vodka & soda
Two Days Drinks £30 for 12 cans



FEELING BLUE
La Galeria Elefante dress AND/OR at John Lewis & Partners £195



TURNING THE TIDE
The Hidden Sea Rosé
Sainsbury's £9

For every bottle sold, The Hidden Sea removes the equivalent of 10 plastic bottles from the oceans



HOT DROPS
Earrings
Lavish by Tricia Milaneze at Wolf & Badger £120



HEAD START
Hat Levi's £35



Host a hibiscus high tea



These floral-inspired glazed scones from Maria Zika are sure to tickle the fancy of any alfresco garden guests

These lemony scones are glazed with vivid fuchsia icing, the beautiful natural colour of which comes from dried hibiscus flowers – or a hibiscus tea bag. Choose any fresh fruit you love for this board; a combination of a few different fruits will look the most visually striking. Serve up, dig in and pair up your platter with your choice of boozy beauties to the right.

Glazed scones

SERVES 8

GATHER UP:

- 50g granulated sugar
- 1 lemon
- 250g all-purpose flour
- 30g wholewheat flour
- 1½ teaspoons baking powder
- ½ teaspoon fine sea salt
- ¼ teaspoon baking soda
- 115g unsalted butter, very cold and cut into 8 pieces
- 180ml very cold heavy cream, plus more as needed
- 1 teaspoon pure vanilla extract

Hibiscus glaze

- 1 tablespoon dried hibiscus flowers (aka flor de jamaica) or 1 hibiscus tea bag
- 125g icing sugar, sifted
- Pinch of fine sea salt

Barely whipped cream

- 240ml heavy cream
- 2 teaspoons confectioners' sugar
- 1 teaspoon pure vanilla extract

To serve:

- Good-quality berry jam
- Fresh fruit (such as cherries, nectarines, and apricots)

1 Heat the oven to 400°F (200°C). Line a baking sheet with parchment paper. In a small bowl, combine the granulated sugar and the finely grated zest of the lemon (save the zested lemon for the glaze.) Using your fingers, rub the zest into the sugar until fragrant, for about 1 minute.

2 In a large bowl, stir together the all-purpose flour, wholewheat flour, baking powder, salt, and baking soda. Add the lemony sugar to the bowl and stir to combine. Add the butter and using your fingertips, rub the butter into the mixture until there are no butter pieces larger than a pea.

3 Pour in the cream and vanilla. Stir with a wooden spoon to form a crumbly dough. If the dough is too floury and won't come together, add more cream 1 tablespoon at a time, until it just barely holds together.

4 Turn it out onto an unfloured surface and knead quickly to bring the dough completely together. Fold it in half onto itself, as if you were closing a book, then pat and shape the dough into a circle that is 1 inch (2.5 cm) thick.

5 Using a large knife, cut the dough into 8 triangles and transfer them to the prepared baking sheet. Bake the scones for 15 to 20 minutes until lightly browned around the bottom edges. Transfer them to a wire rack to cool.

6 Make the glaze by squeezing the juice from the reserved zested lemon into a small saucepan. Add the hibiscus flowers (or the tea bag, if using) and warm gently over medium heat until the flowers impart their fuchsia color to the lemon juice.

7 Once the lemon juice is hot, you can remove the pan from the heat and let the hibiscus steep until the colour is pronounced; about 5 minutes of steeping should do the trick. Strain into a small bowl and discard the flowers (or tea bag).

SPIRITUAL LIVING

5 SPIRITS TO SERVE

Put the spirit back in spiritual! We love these inspired new tipples



Add some Pinkster Gin Jam to your scones, £6.50, pinkstergin.com



Commune with the moon with Aluna coconut rum, £24.95, alunacoconut.com



Be an eco-warrior with vegan Hidden Sea Sauv Blanc, £9, sainsburys.com

Drink mead like our Celtic ancestors with Acacia Honey Wine Mead, £15, honeyheaven.co.uk



Add a spice drop to your cocktail with Chai Spices Craft Gin, £20, holylama.co.uk

8 In another small bowl, combine the confectioners' sugar and salt. Stir 1 tablespoon of the hibiscus-infused lemon juice into the sugar. Gradually add more juice, 1 teaspoon at a time, until the glaze is thick but pourable. Drizzle the glaze over the cooled scones or serve it in a bowl alongside.

9 In a medium bowl, whisk the cream, confectioners' sugar and vanilla by hand or using electric beaters until the cream thickens and holds very soft, floppy peaks.

10 Assemble by transferring the barely whipped cream to a serving bowl and place it on a platter next to the scones. Spoon the berry jam into a small serving bowl and set it alongside with any desired serving utensils. Arrange the fresh fruit around the other components.

Picky teatimes

Excerpted from *Boards, Platters, Plates* by Maria Zika (Artisan Books). Copyright © 2021. Photographs by Erin Scott.



*Gatherings to be enjoyed as per current government guidelines





These 7 companies remove plastic from our oceans

Next Story



SmileyMovement Team | 18 days ago

Life Below Water | UN Goals | UN Goals < share

Businesses are giving back in creative ways - from planting trees, to donating money to charity, and [volunteering their staff for the greater good](#).

Another way many companies are [working towards a more sustainable world](#) is through helping remove plastic from our oceans.

Marine plastic can be ingested by species in the water, and there are also issues of suffocation and entanglement. Marine wildlife such as seabirds, whales, fishes and turtles, often mistake plastic for prey, and many die of starvation as their stomachs are filled with plastic debris.

So, there couldn't be a better time for businesses to help with the problem. Here are seven companies doing their bit.

The Hidden Sea

The vegan wine brand collects 10 plastic bottles from the ocean for every bottle of wine bought. So far, Hidden Sea has removed the equivalent of 5.5 million bottles - that's 100,000 kilos of plastic. And now, they're chuffed they can directly show the impact their business is making. [Read more about the brand with our Smiley News interview](#).

Lick Paint

Lick has teamed up with 4ocean, so for every 2.5 litre paint tin it sells, 4ocean removes 18g of plastic (that's the equivalent of two plastic bottles) from the sea. So far, the company has helped to remove just over five tons of plastic from the sea - just short of 51,000 plastic bottles. [Find out more](#).

Ocean Bottle

When you buy a reusable Ocean Bottle, you're funding the collection of 1,000 ocean-bound plastic bottles in weight. The company works with [Plastic Bank](#), who ensure 11.4kg of plastic will be collected from the ocean for the sale of every bottle. So far, the company has collected nearly 2 million kgs of plastic. [Find out more](#).

Lady B Sportswear

The sportswear platform for women sells products that are made from plastic bottles, fishing nets and other misplaced plastics recovered from the ocean. The vision of the brand is to reuse materials as much as possible to create less waste - it has the mission: "We are fighting pollution through sport", and removes 1kg of plastic per sale. [Find out more](#).

Ocean Beer

The company's mission is simple: to make a craft beer that whoever drinks it, turns into a "planet-saving hero". The company donates 100% of its profits to ocean conservation through the [Ocean Born Foundation](#). Ocean Beer also strives for low waste and sustainable production across all its products, including labels made from 100% recycled materials, bottles made from over 70% recycled glass and all packaging being 100% recyclable. [Find out more](#).

Bagboard

This is a shopping app and smart bag that helps to remove ocean plastic. Available on the App store or Google Play, you can earn rewards to spend on your favourite sustainable brands in a brand new in-app marketplace - just by walking around London (and soon more cities throughout the world) with a connected Smart Bag advertising ethical brands. [Plastic Bank](#) removes ocean plastic on your behalf for each journey. You download the Bagboard app for free on Android or iOS and request a free Bagboard smart bag to be posted to you. [Find out more](#).

Tabby Firefly

This sustainable clothing company has a 'One Tee, One Kg' promotion every three months. This means, for every order made Friday to Sunday, a kilogram of ocean-bound plastic is recovered and recycled - the equivalent of 50 plastic bottles. They count the orders and fund the plastic recovery that's done through their partners at [Plastic Bank](#). This initiative is spaced out with other eco weekend promotions, such as [tree planting](#) and wildflower meadow planting. [Find out more](#).

Image credit: By somavarapu madhavi / Shutterstock



Food & DRINK

Our favourite foodie finds this month, plus turn over for a Mexican feast

3 WAYS WITH... *beetroot*

The earthy yet sweet flavour of beetroot is a winner

For a tasty dip, place 2 cooked and chopped beetroots, 1 can of chickpeas and 2 cloves of garlic in a food processor. Blend until ground. Add the zest and juice of 1 lemon, 3 tbsp tahini, 2-3 tbsp olive oil, ½ tsp ground cumin and a pinch of salt, and blend until creamy. Serve with crusties or pitta.

For a delicious salad, preheat the oven to 200°C, then put 250g cooked beetroot, 1 tbsp oil and a drizzle of balsamic onto a roasting tray and season. Roast for 15 mins until caramelising, then add 100g goat's cheese round for a few minutes to soften. Make a dressing with 3 tbsp oil, 2 tbsp balsamic and season. Pour half over a bag of mixed leaves and ½ chopped cucumber in a bowl. Serve the salad with the roasted beetroot and goat's cheese, drizzle with dressing and sprinkle with toasted walnuts.

To make beetroot brownies, preheat the oven to 180°C and grease and line a square tin. Put 200g chocolate and 100g butter in a bowl over a pan of simmering water, stir until melted then leave to cool slightly. Add 3 eggs, 1 tsp vanilla extract, 200g caster sugar and mix. Add 100g sifted self-raising flour, 25g cocoa and 300g cooked, grated beetroot. Stir well, spoon into the tin and bake for 30 minutes. Once cool, slice into squares.



Photo: Getty Images

THIS MONTH WE LOVE...

Enjoy a glass of wine and help our planet without having to leave your home. On a mission to clean up the world's oceans, The *Warden Sea* removes and recycles 10 plastic bottles from the sea for every bottle of wine sold. Your summer wine selection is sorted with Rosé, Sauvignon Blanc and Chardonnay on offer. Priced from £8, available at Sainsbury's.



NUTTY NIBBLES

Serial snackers, this one's for you! Whether you're watching a movie or on the go, Belani's crunchy nut mixes are sure to satisfy your savoury cravings. And the best part is the seasoning – choose from Luxury Truffle and Pecorino, Rose Harissa, and Smoked Chilli. You'll be at the bottom of the tin before you know it! Priced from £3.85 at Waitrose and Belazu.com.



Try me...

For a less hangover-inducing tipple, try **LUXLO**. The juniper-based spirit is only 20% ABV, so it's gentler on the head, and there are four refreshing tastes to choose from: Ginny, Blood Orange, Passion Fruit and Pomegranate & Raspberry. A 70cl is priced at £10 from luxlospirits.com



Eat me...

Whether you like classic bread or loaves with a twist, Jason's has you covered. Its new range of slow-proved sourdough is available in three delectable flavours: The Great White, Majestic Mahal and the Mediterranean-inspired Olive & Basil. Lashings of butter optional but highly encouraged! Priced from £2 at **Acado**.



Buy me...

Love iced coffee and white chocolate? Well, you're in luck. Arctic Coffee has combined the two in its ready-to-drink White Chocolate seed coffee, with delicious results! Cool and creamy, it's sure to satisfy any mid-afternoon sweet craving. Priced at £1 for a 330ml carton at **Tesco**.



September 2021 **YourHome** 109



TOM PARKER BOWLES & OLLY SMITH



YOU MAGAZINE'S BRILLIANT RESTAURANT CRITIC AND WINE EXPERT

DRINKS: Ollie's organic and ethical picks

Wine should always taste delicious and if it does something virtuous too, so much the better. Fairtrade wines are socially responsible. Employee-owned projects such as my wine of the week are worth considering, along with wineries saving rare grape varieties. Organic wines are on the up, while canned wine packaging is said to be infinitely recyclable. And I salute projects such as Hidden Sea – dive in.



WINE OF THE WEEK

MULLINEUX GREAT HEART RED BLEND 2019 (14%), £14.99, Waitrose. This red blend is employee-owned, ethically inspired and world class. Gorgeous.



FAIRTRADE CHENIN BLANC (12%), £4.80, Co-Op. This bargain zinger supports community projects in South Africa.



CASTELLORE ORGANIC PROSECCO (11%), £7.99, Aldi. Organic bubbly that's a magical melon-and-tangerine fruit-fest.



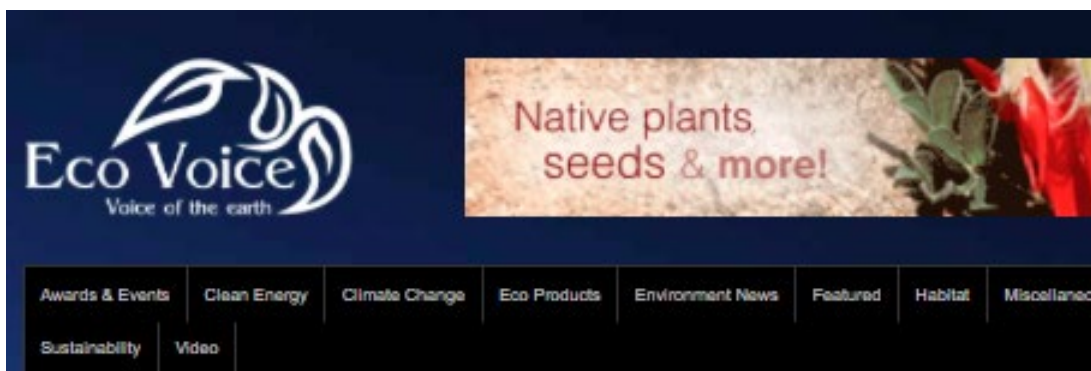
MASSERIA PIETROSA VERDECA 2020 (12.5%), £8.25, Morrisons. A scrumptious rare local Italian grape thriving in the hands of a cooperative winery.



HIDDEN SEA SAUVIGNON BLANC 2020 (12%), £9, Sainsbury's. Delicious Sauvignon Blanc removing and recycling plastic from our oceans.

SOPHIE MEDIA





The Hidden Sea wine backs epic voyage to investigate effects of plastic pollution and climate change in unexplored areas in the North Atlantic

Eco Voice | August 27, 2021 | Reply

Australian wine brand with a conscience – **The Hidden Sea** – has partnered with award-winning **GroundTruth Productions** film company to collect new data on climate change and micro plastics in areas not yet explored by humans. Findings will be used by scientists to try and tackle the issue of climate change.

This ground-breaking expedition sees six women of varying expertise set sail from Iceland to Greenland through the world's most remote and extreme weather conditions that have never before been accessed by boat – accessible only now due to the melting sea ice. The whole 2-week journey will be captured in a cinematic documentary film that will bring to life the enormity of climate change.

The team set sail from Reykjavik on 12 August and have since travelled across the north Atlantic Ocean to arrive at the bays of Cape Farewell on the southern tip of Greenland, before turning inland through the intricate systems of fjords. They then travelled the western coast of Greenland before arriving at Nuuk this week.

Co-founder of The Hidden Sea Justin Moran said: "Supporting this expedition ties directly into The Hidden Sea's clear purpose – to remove plastic from the ocean. We expect the team to find micro plastics that have made their way to the most remote part of the world, and we need everyone to wake up to this destruction of our planet," he said.

"The Hidden Sea and the ReSea Project work together to remove plastic from the ocean, but we need people to understand that plastic doesn't belong in the sea; we have to stop using our ocean as a dumping ground. Plastic pollution is not a case of out of sight, out of mind. It should be on all of our minds.

"A conversation about how we can all make a meaningful change to how we live is needed urgently – as a society, we have to take responsibility for our actions and understand the huge damage we are doing before it's too late to reverse. I'm excited to be working with the team on this significant expedition and documentary – together we can make positive changes."

The Hidden Sea empowers consumers to make a tangible difference in the world, without the need to change their lifestyle. For every bottle of wine sold, the Hidden Sea work with the ReSea Project to remove and recycle 10 x plastic bottles from the ocean. Since July 2020, The Hidden Sea has removed over 5 million single-use plastic bottles from our oceans and waterways and are on track to achieve their ultimate goal: To take 1 billion plastic bottles out of the ocean by 2030.



Retail Times be inspired

Legal Time Data Time Tech Time Product Time Retail News Opinion Time Sus

Hidden Sea Wine partners with GROUNDTRUTH Global to collect data on climate change and micro plastics

Published on 27/08/2021 by Fiona Briggs in Sustainability Time



The Hidden Sea Wine has partnered with the award-winning GROUNDTRUTH Global company to collect new data on climate change and micro plastics in areas that have never before been accessed by boat. Findings will be used by scientists and revealed to the wider audience through a cinematic documentary film.

Acclaimed British polar explorer and Antarctic scientist Felicity Aston MBE was joined by 5 other women to undertake this extraordinary exploration.

Sophia Scott, GROUNDTRUTH co-founder, said: "We welcome the support of like-minded people and organisations like The Hidden Sea who are actively seeking to be part of the solution as they help to place the plastic problem in the consciousness of consumers and retailers. Together we can raise awareness of how everyone has a role in how much plastic is used and discarded every year."

Setting off from Reykjavik on August 12th, the team have sailed across the north Atlantic Ocean to arrive at the bays of Cape Farewell on the southern tip of Greenland before turning inland through the intricate systems of fjords then up the western coast of Greenland before arriving at Nuuk on Monday 23rd August.

Using advanced technologies, Team UMIAQ are collecting new data on climate change and micro plastics in areas that are only accessible now due to the melting of sea ice – directly caused by climate change. The team are also testing GROUNDTRUTH's newly innovative and exclusive hardware and textiles created by a combination of recycled plastics and nanoparticles containing solidified atmospheric CO2 captured from the air. GROUNDTRUTH, along with their innovation partners Expedition Air and Polycore Solution, aim to create long lasting products that have a true circular carbon footprint while helping to reduce the global plastic pollution crisis.

Justin Moran, co-founder of The Hidden Sea, said: "Supporting the expedition to Greenland ties directly into The Hidden Sea clear purpose – to remove plastic from the ocean. We expect the team to find micro plastics in the most remote part of the world, an area only now accessible via boat due to the melting of glaciers. We need the world to wake up to the destruction of our planet. The Hidden Sea and the ReSea Project work together to remove plastic from the ocean, but we need people to understand that plastic doesn't belong in the sea and that we must stop using our ocean as a dumping ground. Plastic pollution is not a case of out of sight, out of mind. It's should be on all of our minds.

"A conversation about how we can all make a meaningful change to how we live is needed urgently – as a society we have to take responsibility for our actions and understand the huge damage we are doing before it's too late to reverse. I am delighted to be working with the team on this important expedition and documentary – together we can make positive changes."

To find out more about The Hidden Sea and its partnership with ReSea to remove plastic from the ocean please visit – <https://thehiddensea.com>





Hidden Sea plastics: Wine brand The Hidden Sea has partnered with Groundtruth Global to collect data on climate change and micro plastics in areas “never before accessed by boat”. The findings will be used by scientists and revealed to the public through a documentary.





The Hidden Sea, Orora develop sustainable pack

By Colleen Bate | 1 September 2021



In keeping with its 'wine for good' slogan and partnership with global organisation ReSea Project, Australian wine brand **The Hidden Sea** has launched two new wine varietals packaged and printed with sustainability in mind. The glass packaging is by Orora, the printing is done by Cutler Brands.

The glass bottles for the new 2021 Chardonnay and 2021 Pinot Grigio wines contain significant recycled content, while the labels for the bottles are printed with organic water-based inks, the colour of which is burned off in the recycle process. The bottles are packaged in 100 per cent sustainable and recyclable cardboard materials and the strapping for the boxes is landfill biodegradable.

Visual appeal is an essential element in distinguishing the wines on shelf, a task that world renowned creative director Jon Contino has well accomplished in creating the illustrations on the wine bottles. A New York native who has worked with some of the biggest global brands in the world, Contino's digitisation of hand lettering reveals the influences of historical New York, contemporary street art, and the lost art of hand-drawn lettering.



The Hidden Sea glass bottles are manufactured by Orora from a mix of virgin raw materials with significant recycled content

The Hidden Sea's co-founder Richie Vandenberg said: "We make wines for people that care, so when someone buys our wine, they are not just satisfying their own immediate needs – but also contributing to something much larger than themselves. And our wines must therefore reflect this trust."

Sustainability is integral to the business practices of Orora, who manufactures the wine bottles from a mix of virgin raw materials with significant recycled content. They're also infinitely recyclable without any compromise on quality.

A large focus for Orora, which follows Good Manufacturing Practices (GMP), is working towards the principles of a circular economy. It is accredited with the HACCP (PAS223 and ISO22000), OHS (AS/NZS 4801:2001), Environmental Performance (ISO 14001) certifications.

Orora's Gawler glass manufacturing plant in South Australia is a significant user of recycled glass (cullet) in Australia, and the plant currently consumes approximately 80 per cent of cullet derived from the South Australian container deposit scheme.

The company's wine closures are manufactured from aluminium – which contains up to 70 per cent recycled content. Aluminium is 100 per cent recyclable, and requires only 5 per cent of energy used to create virgin aluminium – with no loss of properties or quality during the recycling process.



Labels featured on Hidden Seas' wine bottles are printed in organic water-based inks by Cutler Brands and the colour is burned off in the recycle process

Biogone's landfill-biodegradable pallet strapping is used to securely bind the 2 x 6 wine packs together. As with all The Hidden Sea's landfill-biodegradable products, the straps can be recycled with other soft plastics.

"To have removed over five million plastic bottles from the ocean since July 2020 is something we are so very proud of. It gives us the drive to keep doing what we do and set even bigger goals for the brand. Here at The Hidden Sea, we're not creating another drinking movement; we're creating a movement," said Justin Moran, co-founder of The Hidden Sea.

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CRYOVAC



THE WISH LIST: FATHER'S DAY

The Wish List

WISH LIST

Can you believe that September is finally here! Spring and sprung and with it comes every dad's favourite day of the year, the one where we celebrate them and give thanks for everything they did for us – but year after year it seems that dad's everywhere are left feeling like that present you got them didn't quite hit the mark – and yes it is the thought that counts but to avoid any disappointment I have done you the favour of creating a list of things dad is sure to love, use and celebrate with so you can relax and online shop before his big weekend!



The Hidden Sea limited edition Tawny Port available from £20



The Hidden Sea Tawny Port Packs

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Win one of 2 x The Hidden Sea Tawny Port Packs valued at \$98.00 each.

The Hidden Sea has just launched their Father's Day Gift Pack which includes a limited-edition Tawny Port. Deliciously sweet, rich and full of flavour, this Tawny Port has notes of raisin, fig, dried fruits and hazelnut.

And the best part?

For each Father's Day Gift Pack sold, The Hidden Sea will remove and recycle 50 plastic bottles from the ocean! Since July 2020, The Hidden Sea has removed over 5 million single-use plastic bottles from our oceans and waterways thanks to sales, bringing them closer to their ultimate goal: removing 1 billion plastic bottles by 2030.

The gift pack (RRP: AUD \$98) also includes:

1. 2 x bottles of Shiraz
2. 1 x bottle of Chardonnay
3. 1 x bottle of Pinot Grigio
4. 1 x frosted-black stemless wine glass (first 30 orders only)

For more on the range visit <https://thehiddensea.com/>





FASTA NYHETER

Sommarens godaste nyheter

I juni släpps en laddning nya viner i Systembolagets fasta sortiment. Allt om vins vinproverare har gått igenom utbudet - här är guiden till de bästa köpen.

VINPROVERARE ANDREAS GRUBE OCH GUNILLA HJÄTGREN-KARELL

MOUSSERANDE

Till fisk & skaldjur eller som apéritifdrick

BBA KÖP

2020 Hülshof Sparkling Chenin Blanc
Nr 7955 Wine Affar 99 kr
Western Cape, Sydafrika
Rulligt med blommighet, citrus och citrus. Ganska härligt och inte alls skåligt.

MOUSSERANDE ROSÉ

Till just kött, fågel, ost, dessert eller som drink

PRISVÄRDA

NV L'Est Rose (3 Ladd) 129 kr
Nr 2270 Gertz Vinimport
Mendoza, Argentina
Lätt smultronlik, lite rosa nyans och stödig, anständig. Kort och snöyp grynig.

BENA KRISPIGA VITA

Till fisk & skaldjur eller som drink

BBA KÖP

2020 La Petite Maison Cuvée Blanc d'Or N°19000es du Soleil 259 kr/3-liters
Nr 3000 L'Amor Wine
Languedoc-Roussillon, Frankrike
Cenentriskt vitt med lite smultronkänsla, smagligt spröfakt och enklare grönäpples.

2020 Cuvée di Rigo Sauvignon Blanc 99 kr
Nr 2548 Picopie Wine
Frukt, Italien
Anmärkt med fröer av vitblå, smakar och gröna blad. Aprikotsmak med råbär och nyfyllt gräs i anmärkning etc.

2020 Aquarella Sauvignon Blanc: Blodig (der Saz) 79 kr
Nr 2260 (med Nordpassat
La Mancha, Spanien
Frukt, anmärkt med anstrål och lite svagt framman. Helt ok för priset.

ANDREAS FAVORITER

TRE GLADA ÖVERRASKNINGAR

2020 Schiefer Riesling Feinherb, nr 7955, 149 kr
Härlig ambassadör för Mosel med klassisk söt päronfrukt och surgande syrafascher.

2019 Saint-Amour Empreinte d'Amour, nr 2449, 169 kr
Läskigt, rulligt med saltig färschör och god om kryddighet, Ambalös och silerigt från Beaujolais.

2020 Antixola, nr 2618, 119 kr
Läskande, syrligt, lätt och friskt. Underbart vin att smaka sig med i sommarens eftermiddagsgläd.



2020 Palao Ecocha (Casa Via Verde)
Nr 2604 Iconic Wines 99 kr
Vinho Verde, Portugal
Lätt och friskt med svaga drag, lite citrus och någon liten yllighet.

2020 Amozia (Trakot Zidugani)
Nr 2608 Vinvedge 129 kr
Getania, Spanien
Svartsvart, lätt, bländande och lite stramt drick. Underbart sommarvin att dricka med i eftermiddagsgläd.

2020 Ouel Pin Reding 129 kr
Nr 2627 Iconic Wines
Tjerska Slovenija, Slovenien
Röd och svart med väldigt parfymerad känsla. Helt ok för priset. Lite vitt peppar och pöns hittar man också.

MILDA DELIKATA VITA
Till fisk, skaldjur & kryddstark mat

FYND!

2020 Schiefer Riesling Feinherb (Wingard) 149 kr
Nr 7955 Wicked Wine
Mosel, Tyskland
Bredligt, spröfakt med balanserad smak och härlig fruktig smak vid smaken. I det här sommarvinet.

MATROSÉ
Till fågel, just kött, stekt/grillad, fisk/skaldjur, sallader, pasta, risrätter mm.

BBA KÖP

2020 Monte Araya Rose (Biodegas del Medevol)
Nr 2625 WineWorld 79 kr
Roja, Spanien
Fruktigt härligt och med inslag av vanilj och lätt godhet. Helt ok för priset. Märkligt.

PRISVÄRDA

2020 La Garenne Franckine Eric Giers Richemol 129 kr
Nr 2394 Homannson & Co 99 kr/3-liters
Languedoc-Roussillon, Frankrike
Tvåer av geléaktig, citrus och lite grape. Lätt sött sommaranmärkning.

2020 The Hidden Sea Rose (Limestone Coast Wines)
Nr 6052 Gertz Vinimport 259 kr/3-liters
South Australia, Australien
Röda bär, lätt ortig, tvor av citrus och anmärkt friskt med anslags dransifera. Ganska gån.

2020 Cigars Cien Paso-Rose (Casa Santos Lima)
Nr 2562 Gertz Vinimport 99 kr
Lisboa, Portugal
Lätt anmärkt i lite svagt, ortig, vitt. Ganska kort med en liten bäraktig bär i anmärkning.

LÄTTA SAFTIGA RÖDA
Till fisk, fågel & pasta

FYND!

2019 Saint-Amour Empreinte d'Amour (Maison Cognant) 169 kr
Nr 2449 (ambalös Wines
Beaujolais, Frankrike
Härlig borsälslik med mörka bär, citrus och lite parfyms. Lättast med tvor av röda bär, härlig frukt och lite anslags med lite fruktaktig stil.

PRISVÄRDA

NV Cycles Gledator Pinot Noir Wine (Hogland)
Nr 2000 (Brandpartners 79 kr/3-liters
Kalifornien, USA
Frukt och härlig fruktig stil, svagt till med drag av bär och strålar.

ALLT OM VIN | NR 6 2021 | 71



Why we're all drinking more Australian wine – and the best bottles to buy

Comfort brands like Hardys and Yellow Tail are excellent value, but there's so much more to try



Chardonnay and Australian viognier are all soaring in popularity CREDIT: RUBY MARTIN

By Victoria Moore, Wine correspondent

9 SEPTEMBER 2021 • 11:30 AM

Why do you think the events of the past year (or two) have increased our thirst for Australian wine? In the past financial year, there's been a 23 per cent rise (by value) in imports of Australian wine into the UK, taking us

Here's a clue: it's not Brexit. Or rather, Brexit is partially responsible – but only because many agents brought a chunk of imports forward to bypass any delays caused by the transition. The main reason was the closure of bars, pubs and restaurants through repeated lockdowns; this laid bare an interesting quirk in the way we choose wine from Down Under.



Win one pair of tickets to the fifth Test, England vs India
Sponsored

When it comes to Australian wine we operate on a two-speed system: we're more likely to choose it to drink at home than in a restaurant. "Australia has a 22 per cent share of the off-trade and is the leading country by a large margin, whereas in the on-trade it lies in third place behind Italy and France," explains Laura Jewell, general manager of Wine Australia for the UK and Europe.

The Hidden Sea Sauvignon Blanc

(2020 South Australia, Australia (12%, Sainsbury's, £9))

Aussies always used to grumble that no one was interested in their sauvignon blanc because New Zealand cast such a long shadow, but they seem to be doing pretty well at the moment. I like the calm citrus notes of this one, and Hidden Sea pledges to remove 10 plastic bottles from the ocean for each bottle sold.

Bird in Hand 'Two in the Bush'

(Chardonnay 2020 Adelaide, Australia (12.5%, Tesco, £14))

Bird in Hand is a very successful family winery in South Australia. Note the alcohol in the wine; we're not looking at a blowsy, pineapple 14%-er here but a cooler, fresher model. The feel is rounded, with the soft nuttiness of cashew nuts and a swish of orange zest bringing it to a mouth-watering close.

Try these



Pizzini Pietra Rossa King Valley

(Sangiovese 2018 Australia (14%, the Wine Society, £18))

Australia is still experimenting with sangiovese. The grape works well here but has a tendency to lose some of its texture, the crenellations and edges that make it such an interesting grape. What I like about this wine is that, while it's plusher than most sangiovese from Chianti, it smells like the real thing.



Which Wine?

Our expert Diana Thompson chooses the best bottles for you



The Hidden Sea Rosé, South Australia, £7, Sainsbury's

A perfect Rosé for all year round, plus every bottle sold results in plastic bottles being removed from the sea.



M&S Found, País, Chile, £9, Marks & Spencer

A deliciously different wine for many. País is one of Chile's oldest grape varieties and worth looking out for.

This has lovely ripe damson and morello cherry characters with welcomed soft tannins.

It'll be a perfect match with the spice and sweetness of the chicken wings.

WWW.WINEEVENTS SCOTLAND.COM



Errazuriz Merlot, £9, Tesco

Great value, great wine, all in all a classic Chilean Merlot to enjoy.



WINES OF THE WEEK



Bird in Hand 'Two in the Bush' Chardonnay 2020
Adelaide, Australia
(12.5%, Tesco, £14)

Bird in Hand is a very successful family winery in South Australia. Note the alcohol in the wine; we're not looking at a blowy, pineapple 14%-er here but a cooler, fresher model. The feel is rounded, with the soft nuttiness of cashew nuts and a swish of orange zest bringing it to a mouth-watering close.

CALM CITRUS NOTES



The Hidden Sea Sauvignon Blanc 2020
South Australia, Australia
(12%, Sainsbury's, £9)

Aussies always used to grumble that no one was interested in their sauvignon blanc because New Zealand cast such a long shadow, but they seem to be doing pretty well at the moment. I like the calm citrus notes of this one, and Hidden Sea pledges to remove 10 plastic bottles from the ocean for each bottle sold.



PLUSHER THAN A CHIANTI

Pizzini Pietra Rossa King Valley Sangiovese 2018
Australia (14%, the Wine Society, £18)

Australia is still experimenting with sangiovese. The grape works well here but has a tendency to lose some of its texture, the crenellations and edges that make it such an interesting grape. What I like about this wine is that, while it's plusher than most sangiovese from Chianti, it smells like the real thing.



Salford make plastic pledge as club looks to be force for change

By Cam Pattison September 13, 2021 0



Today, the Salford Red Devils pledged to reduce their use of plastic.

This change was prompted by the success of Plastic Free July when the club's stars were inspired to join this crusade and reduce their plastic consumption by the efforts of Kingsland Drinks. The Salford wine-merchant and the official club sponsor has recently partnered with The Hidden Sea which works to remove 10 plastic bottles from the ocean for every bottle of wine sold. The club now intends to support The Hidden Sea and the ReSea Project which is only the second organisation in the world to be certified to remove plastic from the ocean and rivers.

In their statement, the club noted that on average adults in the UK use 175 plastic bottles per year whilst 60% of our plastic waste is shipped off to developing countries exacerbating the problems they face and the issue of plastic pollution.

Salford stars Andy Ackers and Rhys Williams more than encouraged the club's decision to follow in the footsteps of their club sponsor. Hooker Ackers said: "We all need to be more aware of what happens to our plastic waste. There are many great organisations like ReSea and The Hidden Sea Wine who are working together to remove plastic waste from the ocean. We can all do our bit by reducing the amount of plastic we use."

Meanwhile, Williams, who raised the profile of the club with a spectacular long-range try against Leeds at Wembley last season, echoed these views: "No matter how small the change is in your plastic consumption – it will make a difference. Swapping a plastic coffee cup for a reusable cup will mean that your annual plastic usage will drop significantly."

Salford will help The Hidden Sea's alongside fellow partners Sainsbury's and Co-op as they look to remove 1 billion bottles from the ocean by 2030.

Speaking about Salford's support, The Hidden Sea co-founder Justin Moran said: "It's really great to get the support of the Red Devils – it's so easy for fans and supporters to follow in their footsteps to make a change to how they use plastic. Whether it's swapping plastic egg cartons for cardboard ones, taking reusable shopping bags to the supermarket rather than buying more plastic to take plastic home... simple actions can help combat this huge global crisis."

Here are his top tips for reducing plastic consumption:



Red Devils pledge reduce plastic waste

By Nigel Barlow - September 20, 2021



Salford Red Devils, has pledged to reduce its plastic use – as The Marine Conservation Society's Great British Beach Clean begins with over 400 beach clean ups taking place across the UK.

The team was inspired to take a look at their collective plastic consumption by the efforts of local Salford-based wine merchant, Kingsland Drinks, which has partnered with The Hidden Sea – a leading ethical wine brand that removes 10 plastic bottles from the ocean for every bottle of wine in consumers' hands.

The average adult in the UK uses around 175 plastic bottles every year – and is the second largest producer of plastic waste on the planet, beaten only by the United States. With 60% of the UK's plastic waste is shipped off to developing countries the plastic pollution problem is growing and action needs to be taken.

Andy Ackers, Hooker at Salford Red Devils said; "We all need to be more aware of what happens to our plastic waste. There are many great organisations like ReSea and The Hidden Sea Wine who are working together to remove plastic waste from the ocean. We can all do our bit by reducing the amount of plastic we use."

ReSea Project is the second organisation in the world to be certified to remove plastic from the ocean and rivers. It's clean-up process ensures the highest level of traceability, meaning that the reclaimed plastic from oceans and rivers can be traced all the way back to the location where it was recovered.

he plastic waste recovered from oceans and rivers is sorted,

Rhys Williams, Winger at Salford Red Devils said from ; "No matter how small the change is in your plastic consumption – it will make a difference. Swapping a plastic coffee cup for a reusable cup will mean that your annual plastic usage will drop significantly."

The Hidden Sea Wine, backed by UK retailers such as Sainsbury's and the Co-op, has taken over took over 6.5 million plastic bottles out of the ocean to date, as it moves towards its goal to remove 1 billion by 2030.

Justin Moran, co-founder of The Hidden Sea said; "It's really great to get the support of the Red Devils – it's so easy for fans and supporters to follow in their footsteps to make a change to how they use plastic. Whether it's swapping plastic egg cartons for cardboard ones, taking reusable shopping bags to the supermarket rather than buying more plastic to take plastic home... simple actions can help combat this huge global crisis."

Justin's Top Tips for reducing plastic consumption are –

Stop using single use plastics altogether! Demand your retailers change. So obviously bring your own bags. Buy fresh fruit and vegetables which are loose in supermarkets, rather than pre-packed in plastic wrappers. Fruit and vegetables come with natural wrapping already.

Seek out alternative (reuse) delivery models for everyday household products. Soaps, laundry detergent, shampoos etc. Companies similar to loopstore.co.uk

Don't buy water in plastic bottles! Remember bottled water companies don't produce water, they produce plastic bottles.

Do not support take out restaurants that serve food in single use plastic. Eat in or bring your own containers.

Buy eggs in cardboard boxes, rather than plastic boxes.





RICHIE VANDENBERG
THE HIDDEN SEA

