

MEDIA JOURNAL April 2022 - June 2022



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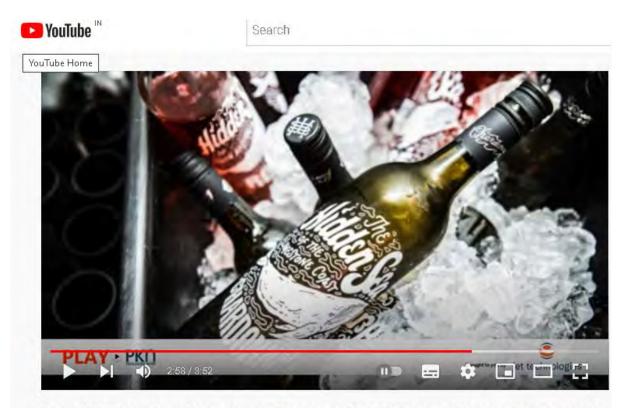
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18 February 2022 | Packaging News (YouTube Channel)



PLAY PKN: Orora, Pact Group, Qenos, Cleanaway, The Hidden Sea, Cassava Bags Australia



ECO CONSCIOUS CELEBS PARTY TO SAVE THE OCEAN

London's eco-conscious celebrities turned up in force at Australia House, home of the Australian High Commission, last night at a party thrown by ocean-saving wine, The Hidden Sea.

Stars and influencers—including Strictly Star Katya Jones, Olympian Aimee Fuller, Made in Chelsea icons Ollie Locke and Sophie Hermann and Love Islander Laura Crane partied in the Great Hall, an incredible, glamorous and cavernous room not usually opened to the public that found fame as the location for the inside of Gringotts Bank in the Harry Potter movies.

The tunes were provided courtesy of NHS doc-turned superstar DJ, DR DJ Bodalia, while an intimate gig from Australian singer-song writer and TikTok star Celina Sharma commanded the room.

The party was thrown to highlight the plight of plastic in the ocean- a growing eco concern- and one which The Hidden Sea takes a vested interest in. The Aussie wine removes 10 single use plastic bottles for every wine bottle sold and has recently marked taking over 10 million out for recycling. The wine already has an army of famous fans, including Love I slander and free surfer, Lucie Rose Donlan and Good Morning Britain weather presenter Laura Tobinand fellow eco warriors can pick up their wines on the high street in Co-op, Sainsburys and Asda.

Also spotted partying at the event was fashion influencer Asante, Dr Emeka Okorocha, model Jena Goldsack and former GB Kayaker and ocean plastic activist Tommy Brady.

Guests on the red carpet were immersed upon entry in The Hidden Sea's story by the eco wine's co-founder Justin Moran, who—along with retired AFL star Richie Vandenberg-kick started the wine brand to take 1 billion plastic bottles out of the ocean by 2030.

The incredible hall also boasted a live graffiti wall which demonstrated that small individual changes can make a big difference when it comes to the plastic problem.





08 April 2022 | Essex Magazine

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HELLO!

Katya Jones

The Hidden Sea party at Australia House

On 7 April, London's eco-conscious celebrities turned up in force at Australia House, home of the Australian High Commission, at a party thrown by ocean-saving wine, The Hidden Sea. Stars and influencers – including Strictly's Katya Jones - partied in the Great Hall, an incredible, glamorous and cavernous room not usually opened to the public that found fame as the location for the inside of Gringotts Bank in the *Harry Potter* movies.







Mother's Day gift guide | Trending













NO SPOILERS: This Mather's Day, why not surprise mum with something she'd never buy herself. Photo: Shutterstock

Treat your mum with something indulgent she's sure to love.

The Hidden Sea rosé, \$19.99. A light yet luscious drop, with every bottle of wine sold The Hidden Sea works with ReSea Project to remove and recycle 10 plastic bottles from the ocean. Available from BWS, IGA Liquor and Thirsty Camel.







Rosé for mum

Treat the special woman in your life this Mother's Day with a bottle of rosé from Australian wine brand with a conscience, The Hidden Sea. Light yet luscious, with an aroma of strawberries and cream and hints of blueberries and ground spice, it's the perfect celebratory drink. And to top it off, with every bottle of wine sold, The Hidden Sea works with ReSea Project to remove and recycle 10 x plastic bottles from the ocean. So you can drink wine and help save the ocean at the same time! To date, The Hidden Sea has removed over 10 million plastic bottles from the ocean since July 2020. The Hidden Sea wines are available to purchase via the website and select BWS, IGA Liquor and Thirsty Camel retailers across the country (RRP: \$19.99).



April 2022 | GQ print Lifestyle essentials(UK)

17. 'The Wine That Saves The Sea', Tasty, and for every bottle bought. The Hidden Sea Wine removes the equivalent of 10 single use plastic bottles from the ocean – with an incredible 10 million eremoved and recycled to date as it strives towards its one billion bottle target by 2030, Available in UK Retailers. Visit thehiddensea.com and follow @thehiddenseawine on IG to join the movement.





Meet the maker - interview with Justin Moran, co-founder of The Hidden Sea wine



What is the first thing you do when you wake up?

I read every morning for 30 minutes it's very important to me. This morning. I was at my desk at 4,30am, and I read from a book called *Courage is Calling* (by Stokism guru: 'Ryan Holiday). Im a big believer in small disciplines consistently repeated every day to make big action. You can clean your teeth for two hours on one day, and think your teeth are going to be clean all week, but they won't be. You've got to do it morning and night consistently.

Did you always strive to work in the wine industry?

Well no unfortunately, but I always knew what I didn't want to do living in the suburbs, driving a car to an office and working for someone, and then repeating that all over again, day in and day out, was the definition of what not to do for me. I'd love to say I had a well thought-out plan, but the fact is, I just moved away from what I didn't want to do. I first got into the wine industry when an opportunity came up by chance in South Australia. For me, it didn't matter whether it was booze, or something totally different — I just had a strong desire to build a brand with purpose. And lucky for me, my co-founder Richie Vandenberg is a third-generation grape grower.

What's your favourite part of the winemaking process?

The drinking part! But I think all elements of wine making have beauty in them. I relate making wine to cooking, which I love. I get so excited about going to a market and seeing something which is just in season, organic and is so outstanding that you can put it in your mouth straight away without cooking it. It's the same with wine – grow premium fruit and you don't need to manipulate it too much to make great wine.

What inspired your mission to remove plastic from the ocean?

I grew up, like most Aussies, near the beach, but when I started travelling. I saw parts of Southeast Asia and South America in particular where they didn't have the same pristine environment. Seeing the physical destruction, the deterioration of whole ecosystems. I was like. I need to be a part of solving this problem. The WWF reports that the average person consumes 57kg of plastic every year through coffee cups, packaging, blah, blah, blah, and unfortunately, about 3% (approximately 2kg of plastic per person) of that ends up in the water. Richie and I decided to use our commercial expertise to try to battle this by both raising awareness and making a tangible difference to the health of our oceans.

Does The Hidden Sea have any plans on the horizon?

We are expecting certification from the Australian government to be one of only four certified carbon neutral businesses from vineyard to port. Our goal to remove a billion bottles from the sea comes from accountability – we've set a goal that everyone understands, and we can be held accountable for it. While we do that we will bring consumers along for the journey.

If you were a wine, what would you be and why?

Because my personality is pretty high energy. I think I need to be carbonated - something sparkling. The Hidden Sea sparkling magnum rosé. Maybe together we just invented a new The Hidden Sea SKU – watch this space.









The deal, which expands the Australian eco-wine brand's global footprint and will upweight its presence across the Nordic marketplace and is set to propel it towards its goal to take 1 billion plastic bottles out of the ocean by 2030.

Spivi, which is also partly owned by Scandinavia's biggest hospitality group Rekom, intends to help The Hidden Sea to effectively take plastic bottles out of the ocean and recycle them as well as boost brand awareness via its connections.

Justin Moran, co-founder of The Hidden Sea, said: "The partnership with Spivi is a massive move towards our goal to take 1 billion plastic bottles out of the ocean by 2030. Spivi's vast distribution network, ability to track consumers across various routes to market and activate at a multitude of touchpoints makes the company a powerful partner to The Hidden Sea. It's an epic opportunity to offer even more retailers, operators and consumers the chance to make more socially conscious, meaningful choices through our brand promise."

The Hidden Sea, which is produced on the Limestone Coast in Australia, removes and recycles the equivalent of 10 single-use plastic bottles for every bottle sold, enabling trade customers and consumers to make a direct positive impact on global ocean health.

Danny Nordberg, CEO of Spivi, added: "The Hidden Sea joins the Spivi portfolio because – like the rest of our brands – it has the ability to create a genuine connection with consumers. We share much common ground with The Hidden Sea, not least how we challenge how things are done to make progress. We welcome The Hidden Sea to Spivi and have confidence it'll succeed across our customer base as we build the brand even more and stride towards our goal to take plastic out of the ocean."

Spivi will take the entire The Hidden Sea range into its portfolio including the brand's Sauvignon Blanc, Chardonnay, Rosé, Shiraz, Pinot Grigio, Red Blend, Pinot Noir and GSM.



Hidden Sea celebrates removing 10 million plastic bottles from the ocean

By James Bayley Published: 08 April, 2022

Sustainability is more of a strategic priority in the drinks industry than ever before. According to the 2022 Footprint Drinks Industry report, 53% of consumers seek information on their favourite drinks brands and venues regarding environmental and social responsibility.

Fans of ethically sourced, premium wine will like what they hear from eco Aussie Brand The Hidden Sea.

"For every bottle of wine we sell, we remove and recycle 10 plastic bottles from oceans and rivers," said Paul Braydon, head of buying at Kingsland Drinks, the UK distribution partner of The Hidden Sea.

He continued: "The vineyards are located on the Limestone Coast in South Australia and were once covered by the ocean leaving the area with various marine relics, including a whale fossil."

That fossil lends its image to the company logo and contributes to the rich, fertile soil in the vineyard. It also provides a natural and unique filtration system – ideal for growing grapes.

READ MORE: Footprint launches drinks sustainability report

The Hidden Sea recently achieved a major sustainability milestone by removing the equivalent of more than 10 million single-use plastic bottles from the ocean.

To celebrate this, the South Australian Tourism Commission and The Hidden Sea hosted a drinks reception in the historic Australia House in London last night (7 April), to an array of industry professionals and special guests.

The environmental drive was undertaken in collaboration with ReSea Project, a Danish organisation committed to removing ocean waste plastic and recycling it, while also improving communities most directly affected by ocean waste and creating awareness about responsible waste handling. It currently operates in Southeast Asia, which is a major recipient of plastic waste from countries around the world, including the UK.

Justin Moran, co-founder of **The Hidden Sea**, said: "Reaching this milestone is a fantastic achievement, and we're grateful to retailers in the UK for getting behind us. This moment demonstrates that consumers — when given the opportunity — will make more socially conscious meaningful choices if they place them at the heart of a movement.

"But the job is not done. We're on a mission to remove one billion by 2030. To achieve this goal, more support is vital. We'll be investing heavily to sound the alarm, drive awareness, get the support of further retailers, and drive consumers to store."

Marine biologist, Madeline St Clair, added: "The Hidden Sea's 10 million bottle milestone is a wonderful example of how businesses can affect change when they put the planet at the centre of their focus. The world's oceans are vital to the health of the planet and the simple truth is that plastic, of any kind, does not belong in the world's waters."





After spending hundreds of thousands of pounds on IVF and suffering devastating miscarriages, Ollie and Gareth refuse to give up.

In fact, they've sold their apartment in Fulham to buy a family home with a garden for when their baby arrives.

In an exclusive interview with The Sun at The Hidden Sea event last week, Ollie said: "Everyone has been so unbelievable.













Manchester's Stoller Hall was the venue for the 2022 People's Choice Wine Awards and once again the chance to see which wines entered by producers, brand owners, importers and retailers caught the attention of this event's unique judging process that involves both everyday wine drinkers and professional wine trade judges in determining the finalists and and overall winners. These are the wines that consumers want to buy and drink. The Buyer is the official media partner for the awards and sponsor of the video category.

WINNER Reserve Wines, Manchester

The Story Behind the Label Sponsored by The Buyer

La Riojana

Most Wanted The Hidden Sea The Hidden Sea Shiraz, Limestone Coast Winery, 2020 Submitted by: Crate PR

Bronze

The Hidden Sea Shiraz, Limestone Coast Winery, 2020 Submitted by: Crate PR



26 April 2022 | Evening Standard(UK)

Evening Standard

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	SHOPE	PING) ES BEST H	OME) FOOD&	DRINK) V	VINE AND 5PI	RITS) RED WINE			

Best supermarket red wines 2022 from Malbec to Rioja

Full bodied rich flavour at a price that won't make you blush

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The Hidden Sea Red Blend

The Hidden Sea

With a cult following amongst eco warriors, The Hidden Sea is an Aussie label to love for its ethics alone, as they remove 10 single-use plastic bottles from the ocean for every single bottle sold. Fast fact: they've already removed 10 million bottles thanks, in large part, to the stamina of UK drinkers.

It's quite the incentive to get involved. Sustainability aside, the Red Blend is a spicy combination of shiraz, cabernet sauvignon and malbec, fizzing with aromas of blackberry, plum, cherry and oak. Rich and smooth, it's a deep and dramatic crimson in colour for a luxurious and lipsmacking swirl in the glass, with a snazzy label to boot that hipsters will love.

But the best bit? The wine is the first red from the brand to be available nationwide, and it's not a moment too soon





30 April 2022 | Bendigo Advertiser (ONLINE) & 83 X Publications



- 1. Chocalete wood ledors, \$39.95. A style steple that'll be worn frequently as we head into the cooler months, sussan.com.au

 2. The Botanist Sin cendle, \$40. For mums who love gin, this frogrant candle emits a scent inspired by the 22 botanicals in the Scottish drink from the same company, the candle library com

 3. Heart jowel signature hoops, \$229. These geld plated earnings are guarenteed to win mum's heart, meadowark.com.au

 4. Pasce salad bowl, \$79.95, Items for the home that are both functional and ornamental are always a winner, freedom.com.au

- 5. OCRF white shirt, \$129.95. This year, Mother's Day coincides with Witchery White Shirt Day and World Ovarien Cencer Day on May 8. With a classic silhouette, for every shirt sold Witchery will denate all gross proceeds to the Ovarien Cencer Research Foundation, witchery, com. au 5. Ti Amo Tiramisu tee, \$30, Give mum a variety she doesn't sip overy morning at breakfast, t2tes.com/en/au

- Adorn round plotter, \$49.95. To really impress, why not top this with a home-baked cake, sattendpepper.com.au
 Computer carrier, \$69. Made from durable carvas with a quitted finish, this could also be used as a stylish oversized clutch, panyrider.com.eu
- 9. The Hidden Sea rose, \$19.93. A light yet luscious drop, with every bottle of wine sold The Hidden Sea works with ReSea Project to remove and recycle 10 plastic bottles from the ocean. Available from BWS, IGA Liquor and Thirsty Cemel.

 10. Shearling sides, \$89.95. If mun's shuffling around in scruffy slippers sha's had for years, an upgrade is a wonderful gift, obuntryroad.com.au.

 11. Summer Salt Body lavender & swest orange salt soak, \$26. After a day of (thoroughly deserved) indulgence, a long lie in the tub is the cherry on top. goodnessme.com.au.





Rosé for mum

Treat the special woman in your life this Mother's Day with a bottle of rosé from Australian wine brand with a conscience, The Hidden Sea. Light yet luscious, with an aroma of strawberries and cream and hints of blueberries and ground spice, it's the perfect celebratory drink. And to top it off, with every bottle of wine sold, The Hidden Sea works with ReSea Project to remove and recycle 10 x plastic bottles from the ocean. So you can drink wine and help save the ocean at the same time! To date, The Hidden Sea has removed over 10 million plastic bottles from the ocean since July 2020. The Hidden Sea wines are available to purchase via the website and select BWS, IGA Liquor and Thirsty Camel retailers across the country (RRP: \$19.99).



21 May 2022 | Newcastle Herald & 14 X Publications

Richie Vandenberg

Co-founder of wine company The Hidden Sea

My favourite holiday spot is LORNE in Victoria. Only a short two-hour drive from Melbourne, Lorne is a sleepy little hollow that has magnificent restaurants and cafes, it's perfect for the family, with sun, surf and loads of activities for the kids.

There's no place I would rather be than on the beach with my wife Jas and our three kids – the beach is also protected from the wind, which is a bonus. This gem of a coastal town gives you a great sense of being close to nature and it's where I can enjoy some of my favourite past-times, surfing and ocean pacidling.

When I'm there, I can never go past dropping into the local Anglers watering hole - perfect for a crisp ale or a rose on a Friday afternoon.

I try to go to Lorne with my family five or six times a year, just to relax and reset having such a busy schedule, it's important to have that time with my family to get away from it all, and get back to the simpler things in life.





28 April 2022 | Evening Standard (UK) & uk.news.yahoo.com

Evening Standard



Best supermarket red wines 2022 from Malbec to Rioja

Full bodied rich flavour at a price that won't make you blush



The Hidden Sea Red Blend



the thigenses

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04 May 2022 | Time Well Spent Mag



LEAH WOOD'S MISSION TO HEAL THE PLANET WITH MAYFAIR EXHIBITION

Celebrity Activist and Zebra One Gallery Curate One Planet. Once Chance



"We are proud to have so many incredible artists who share our passion - many of whom have captured its incredible natural wonders up close and provided them for this show, and others who have seen the devastating impact humans have had on the planet, and explore that in the exhibition and - more importantly - what we can do to help it heal."

The exhibition will launch with a VIP Private View at Koppel Project on 2 June with sustainable drinks sponsors Bullards Gin and The Hidden Sea, and will open to the public on 3 June, before moving to Zebra One Gallery's virtual exhibition, with key pieces available to view in person at the Hampstead gallery until 16 June.



05 May 2022 | Ocean Culture Life (UK)

'The Hidden Sea' aims to stop the above scenario after the first paragraph. Just pure, unadulterated bliss, delicious wine, and clean beaches. Their socially conscious ethos enables consumers to relax, enjoy great tasting wine, and be a part of something bigger than themselves.



THE HIDDEN SEA | WINERY

Imagine this: it's a beautiful summer's night. The white sand flows underneath your toes, the warmth seeps through your skin and enraptures your body. You sit, watching the wind die down, the water turn glassy, and the shift of the Rothko-esque colours of sunset to monochrome. You crack open a delicate bottle of wine. It's pure, unadulterated bliss.

Now imagine this: Everywhere you look, left to right, you are surrounded by a swarm of impreperly disposed rubbish. Piles and piles of plastic bottles, eigarette butts, food wrappers, bottle caps, plastic grocery bags, straws and stirrers engulfs the entire vicinity.

THE HIDDEN SEA'S CONTRIBUTIONS TO THE PLANET

- Their winery is solar powered and is on track to be carbon neutral by 2022
- They are a member of Sustainable Winegrowing Australia^e and are HACCP accredited
- + Winery waste is composted & wastewater is recycled
- Glass wine bottles are infinitely recyclable without compromise on quality
- Labels are laser-printed using organic water-based inks, and the colour is burned off in the recycling process
- Cartons are cardboard, and sourced through manufacturers that only use sustainable and recyclable materials. They also don't add any waxing or varnishing to their cartons, so they remain 100% recyclable
- Bulk shipping (for bottles to be filled at their destination) involves their wine being sent in 100% recyclable Flexi Bags with no landfill involved at all—and the ships are made from recycled bulkheads
- · Carbon is reduced as a result of their ocean cleanup efforts





FASHION NEWS - BEAUTY - STREETSTALE FEATURES - CELEBRITYSTALE LIFESTALE

II ESTYLE

PAUSE Her: Summer Drinks Guide

WATER 2002





eminder: Drink Responsibly

With the Jubike Bank Holiday pending, we are all preparing for gatherings with friends and family. With that in mind, we at PAUSE Her have put together a summer drinks guide that will cover your BEQ's,









NEWS

The Drinks Business Awards 2022 shortlist revealed

24 MAY 2022 By Sarah Neish

Ahead of the DB Awards ceremony, which takes place at the London Wine Fair on 8 June, we unveil the brands that have made it onto the shortlist across all categories.



Consumer Campaign of the Year:

The Hidden Sea for it's ocean clean-up

Casillero del Diablo for 'World's Greatest Thief'

PinotPinot for its Toni & Guy initiative

Beefsteak for 'Beef up your BBQ'

Phipps Relations for Majestic Wine's Nationwide Cork Recycling





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Celebrate and help save the ocean at the same time thanks to The Hidden Sea

Treat the special people in your life with a bottle of rosé from Australian wine brand with a conscience, The Hidden Sea.

Light yet luscious, with an aroma of strawberries and cream and hints of blueberries and ground spice, it's the perfect celebratory drink. And to top it off, with every bottle of wine sold, The Hidden Sea works with ReSea Project to remove and recycle $10 \times$ plastic bottles from the ocean.

So you can drink wine and help save the ocean at the same time! To date, The Hidden Sea has removed over 10 million plastic bottles from the ocean since July 2020.

The Hidden Sea wines are available to purchase via the website and select BWS, IGA Liquor and Thirsty Camel retailers across the country. RRP: \$19.99

The Hidden Sea Rose, a sweet fruity finish, with most enjoyable delicate flavours.







FOOD WINE ART PEOPLE PLACES MORE SUBSCRIBE ADVERTISE

Aussie Wines for International Rosé Day, Saturday, June 12

BY JAMIE DURRANT - JUNE 10, 2022 - 4 MINS READ - 10 POOD



The Hidden Sea Rosé

A wine that 'saves the sea' is the pitch. Removing and recycling ten plastic bottles per rose bottle sold is the promise. But, considering this is such a feel-good purchase, does it also deliver a feel-good drinking experience? The short answer is yes.

While this Coonawarra, South Australian wine, has good intentions, it's a touch less delicate on the palate than other wines reviewed here. Instead, a depth of fruit aromas from a mix of varietals slightly muddles its bouquet: sweet strawberries and cream, dried floral elements, and an almost caramelised toffee backbone is heavier than expected. While this might be attributed to varying ripeness of harvested fruit within the blend, the overall balance in flavour is good.

Maybe not the best wine of the bunch but a high-quality offering that's well designed to pair with a pizza and good times.

3.5 stars \$98 (case of 6) thehiddensea.com.au





South Australian wine brand *The Hidden Sea* has taken out top spot to win The Drinks Business Awards 2022 'Consumer Campaign of the Year' for their ocean clean-up efforts.

Held annually at the London Wine Fair, The Drinks Business Awards recognise and reward top performers across the international drinks industry from the last 12 months, in areas ranging from marketing and social media clout, to impactful launches and exceptional individuals.

Beating global liquor brands such as Casillero del Diablo, the win is a shining example of how businesses can use their platform to effect tangible and meaningful change.

Co-Founder Justin Moran said: "Winning this award is a testament to our amazing team, retailers, partners, ambassadors and loyal customers who have gotten behind our mission and are helping us work towards a common goal. We're humbled by this recognition, and this award will only serve to motivate us further to continue our crusade of cleaning up the world's oceans."



30 June 2022 | Packaging News

Wine brand The Hidden Sea, and purpose-led global racing championship, SailGP, have joined forces in an eight-year partnership to raise awareness of climate change and ocean health, and to help remove plastic from the ocean.

The Australian wine company will drop into iconic coastal locations around the globe as SailGP's exclusive, like-minded wine partner.

In partnership with ReSea Project, The Hidden Sea removes the equivalent of 10 single-use plastic bottles from the ocean for every bottle of wine sold globally. To date, the company has already removed over 14 million plastic bottles, and aims to remove one billion by 2030.

Together, SallGP and The Hidden Sea will aim to remove over one million single-use plastic bottles from the ocean during their global, multi-year partnership.

The Hidden Sea will co-host hospitality experiences around the world with SailGP, including sustainable branded bar areas, and VIP packages and wines for SailGP's Adrenaline Lounge, Race Village, and Media Centre.

The company says that "incredible views of the races, plus specialist experiences, will all work to create a better future for everyone, and engage attendees in The Hidden Sea's very clear purpose – One Wine. One Mission. To remove plastic from the ocean".

Additionally, at several events world-wide, The Hidden Sea has sponsored a thought-provoking art installation – created by artist and activist Benjamin Von Wong – which depicts a giant tap spewing out single-use plastic waste.

"This is the coming together of two companies that are driven to affect real change. If we do not take drastic action, plastic waste will outnumber fish in the oceans by 2050," said Justin Moran, co-founder of The Hidden Sea.

"There is no Plan B, we must act now to save the sea. Teaming up with an organisation that shares the same ethos of inspiring people worldwide to take action, will boost our mission and help save the sea.



"As the official wine partner of SailGP, The Hidden Sea stands to increase global brand awareness by showcasing product excellence through a range or marketing, and in-person activation opportunities at SailGP events.

"With SailGP, The Hidden Sea will be further positioned to appeal to an aspirational and inspirational demographic, with the ability to make a positive impact on ocean health."

SailGP races for a better future, championing a world powered by nature. The global championship features national teams battling in short, intense races at iconic stadium-style venues across the globe. At the end of the season, two champions are crowned – one for the racing championship, and one for the planet, named the 'Impact League'.

"SailGP and The Hidden Sea's partnership is a perfect coming together of two deeply like-minded organisations to raise awareness of climate change and ocean health," said Rob Colegate, head of hospitality at SailGP.

"Guests across all of SailGP's hospitality areas will now be a part of our shared mission. We are confident this collaboration will be both educational and fruitful."

Now in its third season, SailGP sees teams from Australia, Canada, Denmark, France, Great Britain, Japan, New Zealand, Spain, Switzerland and the United States, racing at 11 renowned venues around the world.

After opening in Bermuda last month, the league's most recent competition was in Chicago (18-19 June). Frome there, they'll travel to Plymouth, Copenhagen, Cadiz, Saint Tropez, Dubai, Singapore, Sydney, Christchurch and San Francisco.





The Hidden Sea and SailGP join forces to clean up the world's oceans

Eco Voice I July 1, 2022

Two like-minded partners with purpose team up in an eight-year collaboration

The Hidden Sea wine, and purpose-led global racing championship, SailGP, have joined forces in an eightyear partnership to raise awareness of climate change and ocean health, and remove plastic from the ocean.

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The Australian wine brand is a premium company with In partnership with ReSea Project, The Hidden Sea removes the equivalent of 10 single-use plastic bottles from the one razor-focused mission to remove plastic from the ocean for every bottle of wine sold globally. The Hidden Sea has already removed over 14 million plastic bottles, and aims to remove one billion by 2030

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> The Hidden Sea will co-host hospitality experiences around the world with SailGP, including sustainable branded bar areas and VIP packages and wines for SailGP's Adrenaline Lounge, Race Village, and Media Centre. Incredible views of the races, plus specialist experiences, will all work to create a better future for everyone, and engage attendees in The Hidden Sea's very clear purpose; One Wine. One Mission. To remove plastic from the ocean.

> Additionally, at several events world-wide. The Hidden Sea has sponsored an incredible and thought-provoking art installation - created by artist and activist Benjamin Von Wong- that depicts a giant tap spewing out single-use plastic

> Justin Moran, Co-founder of The Hidden Sea, said: "This is the coming together of two companies that are driven to affect real change. If we do not take drastic action, plastic waste will outnumber fish in the oceans by 2050. There is no Plan B, we must act now to save the sea. Teaming up with an organisation that shares the same ethos of inspiring people worldwide to take action, will boost our mission and help save the sea."

> "As the official wine partner of SailGP, The Hidden Sea stands to increase global brand awareness by showcasing product excellence through a range of marketing and in-person activation opportunities at SailGP events. With SailGP, The Hidden Sea will be further positioned to appeal to an aspirational and inspirational demographic, with the ability to make a positive impact on ocean health."

Rob Colegate, Head of Hospitality at SailGP, said: "SailGP and The Hidden Sea's partnership is a perfect coming together of two deeply like-minded organisations to raise awareness of climate change and ocean health. Guests across all of SailGP's hospitality areas—including the prestigious Adrenaline Lounge and Event Villages around the world-will now be a part of our shared mission. We are confident this collaboration will be both educational and

Now in its third season, SailGP sees teams from Australia, Canada, Denmark, France, Great Britain, Japan, New Zealand, Spain, Switzerland, and the United States racing at eleven renowned venues around the world. After opening in Bermuda last month, the league's most recent competition was in Chicago (June 18-19). From there, they'll travel to Plymouth, Copenhagen, Cádiz, Saint-Tropez, Dubai, Singapore, Sydney, Christchurch and San Francisco.





NEWS

The Drinks Business Awards 2022 winners

09 JUNE 2022 By Patrick Schmitt

We are thrilled to reveal the winners of the 2022 Drinks Business Awards, which were announced yesterday at a packed ceremony at the London Wine Fair.



Consumer Campaign of the Year

Winner: The Hidden Sea for its Ocean Clean-up

Special commendation: Beefsteak for 'Beef up your BBQ'

Shortlist

The Hidden Sea for its Ocean Clean-up







The Hidden Sea wine and SailGP Partner to Clean Up the Sea

IUN 21, 2022 -

Two like-minded partners with purpose team up in an eight-year collaboration



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SHORTS: SAILGP, TOUR OF BRITAIN, PTO

21.Jun 2022 By: Sport Industry Group

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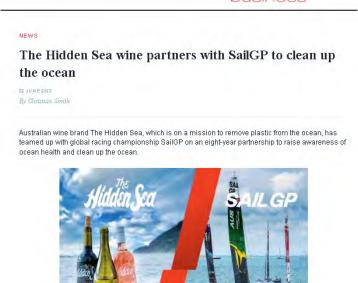
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Through its existing partnership with the ReSea Project, The Hidden Sea removes the equivalent of 10 single-use plastic bottles from the ocean for each bottle of wine sold. 14 million plastic bottles have already been removed, with the company stating its aim of removing one billion by 2030.

The new collaboration with SailGP will see the brands remove one million plastic bottles from the ocean, The Hidden Sea said, while raising awareness of the effects of climate change on ocean health.

Justin Moran, Co-founder of The Hidden Sea, commented of the partnership: "This is the coming together of two companies that are driven to affect real change. If we do not take drastic action, plastic waste will outnumber fish in the oceans by 2050. There is no Plan B, we must act now to save the sea. Teaming up with an organisation that shares the same ethos of inspiring people worldwide to take action, will boost our mission and help save the sea."

Rob Colegate, Head of Hospitality at SailGP, added: "SailGP and The Hidden Sea's partnership is a perfect coming together of two deeply like-minded organisations to raise awareness of climate change and ocean health. Guests across all of SailGP's hospitality areas—including the prestigious Adrenaline Lounge and Event Villages around the world—will now be a part of our shared mission. We are confident this collaboration will be both educational and fruitful."

SailGP will host a race in Plymouth this summer.





The Hidden Sea wine and SailGP Partner to Clean Up the Sea

Published on 22/06/2022 by Flang Briggs in Alcoholis drinks, Product Time, Wine

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22 June 2022 | Asian Trader (UK)

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Product News Alcohol

The Hidden Sea wine unveils new eightyear racing collaboration

By Kiran Paul - June 22, 2022



The Hidden Sea wine and SailGP, the purpose-led global racing championship, have joined forces in an eight-year partnership to raise awareness of climate change and ocean health, and remove plastic from the ocean.

As part of the eight-year collaboration, the Australian wine brand will drop into iconic coastal locations around the globe as SailGP's exclusive, like-minded wine partner.

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22 June 2022 | Mature Times (UK)



The Hidden Sea Rosé 2021 £9 Sainsbury's

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More of a light red than a rosé made with a blend of white and red grape varieties: Shiraz, Cabernet Sauvigno and Chardonnay. Flavours of creamy apple with a touch of lemon and raspberry.



01 July 2022 | Decanter (UK)





