

The Hidden Sea

MEDIA JOURNAL

January 2023 – March 2023

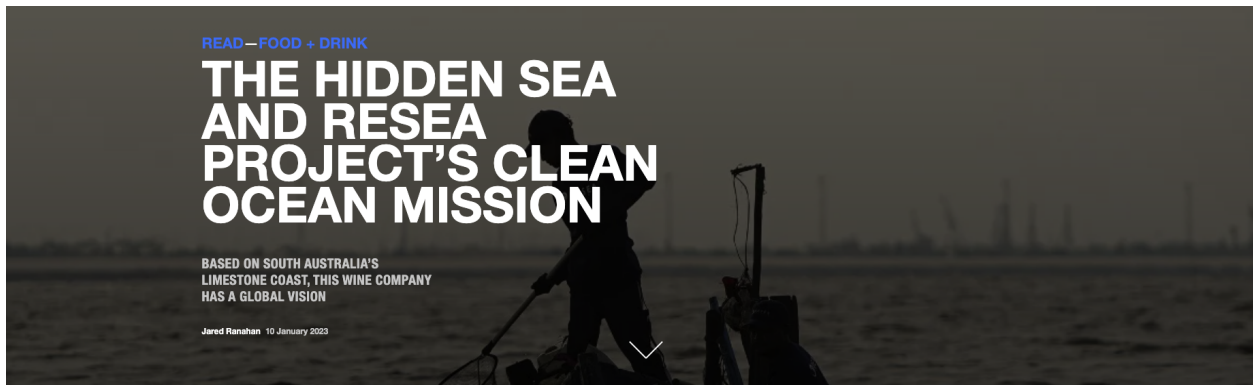


Contents

10 January 2023 - Cool Hunting3
14 January 2023 - Forbes4
04 February 2023 - The Yorkshire Post5
05 February 2023 - The People6
07 February 2023 - Wine Enthusiast7
08 February 2023 - Multiple8
01 March 2023 - The Guardian9
06 March 2023 - InsideHook10
18 March 2023 - Multiple11



10 January 2023 - [Cool Hunting](#)



Courtesy of The Hidden Sea

While it may seem unconventional for a wine brand, The Hidden Sea's ties to the ocean are central to the company because of its location. Eons ago, South Australia's Limestone Coast was covered in a vast sea, with ancient mollusks, fish, whales and other wildlife thriving within its waters. Fast forward millions of years and the now-exposed ocean floor is a haven for vintners, equipped with fertile, alluvial soil that's particularly suitable for growing grapes.

The long-lasting legacy of South Australia's bygone sea has been pivotal to the success of The Hidden Sea and today, the company seeks to protect the planet's oceans. Since July 2020, the brand has funded the removal of roughly 18,800,000 plastic bottles from the ocean, with a lofty goal of a billion bottles removed by 2030—and while it's certainly a massive undertaking, they aren't acting alone.



The Hidden Sea 2022 Rosé



The Hidden Sea 2022 Rosé THE HIDDEN SEA

The sustainability-minded couple is going to incorporate their environmentally friendly mindset into their romantic date night, and this wine has a really sweet story: For every bottle of The Hidden Sea sold, 10 plastic bottles are removed from oceanic waterways. This means it's not just a romantic dinner pairing, but working together to fight climate change. That's hot, isn't it? [The Hidden Sea's 2022 Rosé](#) is subtly sweet and vibrant with a delicate fruity finish. Enjoy with delicate seafood or a cheese course.



OFF THE SHELF



Cono Sur Bicicleta Vignier 2022, Chile, 14%, Morrisons, down from £7.50 to £5.99 until February 14: Light and crisp with apricot and peach flavours and a touch of spice. Team it with roast pork and lightly spiced dishes.



Rustenberg Chardonnay 2021, Stellenbosch, South Africa, 13%, Waitrose, down from £14.99 to £10.99 until February 14: An elegant, precise, peach and apricot style of wine, with just a hint of oak to round out the flavours. Good enough for Sunday lunch.



The Hidden Sea Rosé, South Australia, 12%, Sainsbury's, down from £8 to £7 until Tuesday: So far this brand has paid to remove and recycle 19 million discarded plastic bottles from the sea. And the wine is good, with soft, red fruits and a citrus finish. So everyone wins.



Chapoutier Côtes du Rhône Villages 2019, France, 14.5%, Tesco, down from £9.50 to £8.50 until February 20 (Clubcard holders only): Bramble fruit aromas with plums, spice and liquorice on the palate. Drinking well now and into the summer.



Yorkshire Post Wine Club
See the advert in today's Magazine or visit www.houseoftownend.com/yorkshire-post-wineclub





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PLASTIC BOTTLES
ARE REMOVED
FROM THE
OCEAN



The
Hidden
Sea
Shiraz
£9 at
Booths



Justin Kosmina (Millennial): Be Transparent

Head of Sales at *The Hidden Sea*

"[Young wine drinkers] are not afraid to 'peel back the onion' layers of a brand and see if the brand's values align with their own," offers Kosmina. He says that The Hidden Sea's mission—to remove plastic from the ocean—has resonated with consumers. So has the brand's easy-to-understand promise, which is to remove and recycle 10 plastic bottles from the ocean for every bottle purchased.

"It's an exciting time for brands who truly want to make an impact and do better for our planet," says Kosmina. **Sustainability in wine** is in, which is great news. However, he urges skepticism. "This environment is also enabling brands to leverage the word 'sustainability' for better commercial outcomes. Fortunately, it's as simple as a Google search, so buyers can continue to do some digging into the brands they're buying."



08 February 2023 - [Salty & Stylish](#), [Controlled Confusion](#), [MSN](#)

THE HIDDEN SEA WINE



For every bottle of The Hidden Sea sold, 10 plastic bottles are removed from oceanic waterways. So, everyone who gifts or receives a bottle of The Hidden Sea this Valentine's Day is also making a tangible contribution to fighting climate change.





20 MILLION PLASTIC BOTTLES OUT OF THE OCEAN BECAUSE OF YOU

AND RETAILERS WHO BELIEVE IN SAVING THE SEA
SAINSBURY'S • ASDA • BOOTHS • CO-OP • GETIR

The Hidden Sea

For every 1 bottle of The Hidden Sea sold at these retailers, 10 plastic bottles are removed and recycled from the ocean.

*Hidden Sea bottles are made from 100% recycled plastic.

Use responsibly. Drink responsibly.





The Hidden Sea works to clean plastic from the ocean

The Hidden Sea

The Hidden Sea

The Hidden Sea's vineyards are located along Australia's Limestone Coast, so the mineral-rich soil gives wines like their Chardonnay a beautifully rich acidity. But they're not just in the business to make good wine — they're on a mission to clean up the world's water, too. The brand has partnered with ReSea Project, an organization that is currently cleaning up Java, one of Indonesia's most polluted waterways. For every bottle of The Hidden Sea sold, the wine company pledges to remove 10 plastic bottles from the ocean. Meaning, it costs ReSea eight euros to remove one kilo of plastic (about 60 water bottles) from the water, which The Hidden Sea pays them for every half-case sold. So far, they've helped remove 19,048,197 plastic bottles and have a goal of one billion bottles by 2030.



RAISE A GLASS
WITH JANE CLARE



Mums love a treat. I know this from first-hand experience. As Mother's Day beckons, I'm dropping subtle hints.

On behalf of mums everywhere, here are 400 words of accumulated hints.

All Majestic. **La Marca 'Extra Dry' Prosecco, Conegliano Valdobbiadene D.O.C.G.** is £9.99 in a buy six deal (£14.99 for a single bottle) until March 20.

The names of the towns "Conegliano" and "Valdobbiadene" on a label are a giveaway that a prosecco comes from the top-quality region of this oh-so-popular Italian sparkling. It's a lovely prosecco with contrasts of peach, apple and pear.



A pink prosecco which looks a very smart gift for mum is **LiquiD Diamond Prosecco Rose D.O.C.** (£12 in Majestic's stores, £19 gift boxed on Amazon and liquiddiamondwine.com).

It has less very smart foil. There are stand-out, ripe red fruits and a good flow of bubbles. The diamond packaging is inspired by rose quartz healing crystals, and for every bottle sold, a donation is made to mental wellness charities.

Asda's **Louvet Fontaine Champagne Druet** (£15) is a good price for a reusable champagne made from the three traditional grape varieties: chardonnay, pinot meunier and pinot noir.



Bubbles tickle, citrus teases and flavours of apple, toast and vanilla put you firmly in celebratory mood.

Now it's time still wines, and for a pink, **The Hidden Sea Rose 2021** (RRP £8, Sainsbury's, Asda) is from a brand which is making its mark in helping to remove plastic from the ocean. It's a gently fruity wine, with notes of strawberry, cranberry and lemon.

A class act for mum is this white, **Cambria Katherine's Vineyard Chardonnay 2019** (£27.99, or £22.99 in a buy six deal at Majestic). The grapes grow in Santa Maria valley in California, where they are cooled by Pacific Ocean breezes. It delights with a creamy, vanilla character, and flavours of white peach and green and cooked apples.



To an elegant red now: **MSS Collection Cress-Hermitage** (£15, Marks & Spencer).

This wine is from the northern Rhone where all quality reds are made from the syrah grape variety. It has lush black-fruited aromas with a gentle tizzle of pepper. I know mums would enjoy it with a Sunday roast.

I'm sending love to all mums, especially the ones no longer with us. They remain forever in our hearts.

|| Jane is a member of the Circle of Wine Writers. Find her on social media and online as One Post Is The Grapes.

1. Liverpool Echo
2. Evening Chronicle
3. Manchester Evening News
4. South Wales Evening Post
5. Western Morning News
6. Hull Daily Mail, Nottingham Post
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