

The Hidden Sea

MEDIA JOURNAL

April 2023 – June 2023



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tasting, drinking and talking about the grape. Let's raise a glass to everyone involved.

● Visit peopleschoicedrinksawards.com for information.

HIGH FIVE TO PEOPLE'S AWARDS

- 1 Big Night In: Yealands Reserve Sauvignon Blanc (£12, 12.5%)**
 Dry and delicious, this is a classy sauvignon blanc bursting with flavour. Think lime, herbs and tropical fruit. Yummy. Available from Waitrose, M&S and Sainsbury's.

with aromas of cherries, spices and oak. A warm and welcoming wine. Available from the Co-op.
- 2 Mindful Drinking (7.5% or less ABV): Kylie Minogue Sparkling Rosé (£6, 0%)**
 A stunning salmon colour, this intense and delicious rosé boasts flavours and aromas of violets, strawberries and citrus fruits. Medium-bodied, medium-sweet, hugely refreshing and a bargain to boot. Available from Tesco, Morrisons and Asda.
- 3 The Great Outdoors: Hidden Sea Red Blend (£7.50, 14.5%)**
 This medium-bodied mix of Shiraz, Cabernet Sauvignon and a splash of Malbec is bright crimson

Smooth, dry and gently bubbly without being too sharp, aromas of apples and toast and a dry, confident finish help this stand head and shoulder above most own-brand fizz. Available from Waitrose Cellar.
- 4 Boxing Clever Red: Bowl Grabber Primitivo 2.5l box (£20, 13.5%)**
 This southern Italian red is young and juicy and soft and currently on offer with a tenner off via Ocado so snap it up while it lasts. On the sweeter side, but certainly not cloyingly so. Available from Amazon and Ocado.
- 5 Treat Yourself Sparkling (over £19): Waitrose Vintage Champagne 2012 (£35.99, 12.5%)**

Share your own drink-related tips with matt.nixson@re



When it's YOUR turn to choose the best wines

THE People's Choice Wine Awards are the only UK drinks gongs that include ordinary drinkers alongside industry professionals in the judging process. Founded in 2017 by Janet Harrison of Cracking Wine, which organises tasting events across the country, and marketing professional Judy Kendrick, they have gone from strength to strength. "We place consumers at the heart of the process rather than them being disengaged from it," explains Janet. "They are the ones who buy the wines after all."

Categories – including night in, easy weekday and celebration – are designed to reflect how the average Briton chooses and enjoys their wine and make recommendations as accessible as possible to ordinary consumers.

"As a competition grounded in the consumer, it makes sense that we have developed a curated wine search facility," Janet adds. "So savvy shoppers can find the best medal winning wines available in the UK."

This year, according to Janet, the awards reflected increased interest in no/low alcohol wines; alternative packaging – particularly cans and bag-in-box wine; the continuing rise of rosé; and, almost needless to say, more affordable wines, driven inevitably by the current cost-of-living crisis.

Awards like this are helping to drive the democratisation of wine, showing you don't have to be an expert to enjoy



04 April 2023 - [Grocery Trader](#)

The Hidden Sea & Sainsbury's

APR 4, 2023 -

Ocean saving wine brand, The Hidden Sea, surprised Sainsbury's staff with a high energy visit to the retailer's Holborn HQ.



By stocking the wines for the past two years, Sainsbury's and its shoppers have helped remove a staggering 5 million single use plastic bottles from the ocean.

The Hidden Sea said a huge, heartfelt thank you to the retailer's employees with massive eco video vans screening a special message from The Hidden Sea team and its tribe of ambassadors from around the world. The Hidden Sea and its UK distribution partner, Kingsland Drinks, also hand-delivered bespoke trophies to the wine buying team.

The brand is on-target to remove ONE BILLION plastic bottles from the ocean by 2030 powered by sales of its South Australian wines.

Justin Moran, co-founder of The Hidden Sea, said "Our purpose is to create a movement, not a drinking moment. With UK retailers, we're reaching the right to consumer and turning our mission into a reality. Our partners in the UK have been incredible allies in the fight against ocean plastic waste so far and we're grateful to have so much support. My message to UK retailers who have been so supportive of us these last couple of years is...THANK YOU and watch this space!"



The Hidden Sea thanks Sainsbury's for helping to remove 5 million plastic bottles from the ocean

by Fiona Briggs — April 6, 2023 in Products, Sustainability



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07 April 2023 - [BuzzFeed](#)

18. Speaking of eco-friendly buys you're sure to love, have you checked out [Hidden Sea's rosé](#)? You can help to save the sea from the comfort of your sun lounger!



Valeza Bakoll / Via BuzzFeed




"Hidden Sea are committed to removing plastic from our oceans, one bottle of wine at a time, by removing the equivalent of ten 500ml plastic bottles from our ocean and recycling them with each bottle sold! Aside from their impressive planet-preserving efforts, the rosé itself tastes incredible (think accents of strawberries and cream – the perfect summertime tippie if you ask me) and can we *please* talk about the white laser glass printed packaging of the bottle itself?!"

– Valeza

Price: [£7](#)



15 April 2023 - [ZeroCo Post](#) (Over 130,000 views)



zeroco.com.au and thehiddenseawine
Original audio

zeroco.com.au We're feeling super grateful today and thankful for the amazing work of @sungaiwatch who are working tirelessly to cleanup the island of Bali. We're stoked to be lending a hand and helping in our own little way.

They say many hands make light work and that small changes made by millions of people add up to big impact. We couldn't agree more!

It's going to require all of us working together to untrash the planet. We're here for it! Are you with us?

🌍💚👏

Shout out to @thehiddenseawine for sponsoring this (and many more legs) of the 100YR CLEANUP! You're legends!
6w

thatbrianyouknow This is what a hero looks like. Thank you Mike. You, and your company, are a light.
6w 3 likes Reply
View replies (1)

richievandenberg21 Great work Mike...keep it up!
6w 2 likes Reply
View replies (1)

mikesmithprojects
6w 1 like Reply

thehiddenseawine 🙌👏👏
6w 2 likes Reply

Liked by JustinMoran32 and 3,778 others
APRIL 15

Add a comment... Post



22 April 2023 - [All About Zanne](#), [Vegan Beauty Girl](#)



that you can take plastic out of the ocean

veganbeautygirl and thehiddenseawine

veganbeautygirl ad | this earth day i'm taking some me time whilst helping our planet 🌍💕 one sip at a time with @thehiddenseawine 🍷


wines:
the hidden sea chardonnay £8 at the co-op
the hidden sea red blend £7.50 at the co-op

like i said, they remove the equivalent of 10 single-use plastic bottles from the ocean for every bottle of wine sold!! that's equated to having taken 21 million plastic bottles from the ocean since July 2019 🍷 idk about you, but that's a mission i want to be a part of!

#thehiddensea #ecoswans

867 likes
APRIL 22

Log in to like or comment.



allthingszanne and thehiddenseawine
Moby • Porcelain

allthingszanne AD | I headed to my local @coopuk to pick up my favourite @thehiddenseawine bottle of wine.

When you choose the @thehiddenseawine who have so far collected over 21 million plastic bottles from our seas, and pledge to remove 10 for every bottle of their wine you buy, you know you are supporting a brand that is determined to conserve our oceans for our underwater friends. 🌊

With hints of tropical fruits & minerals, this deliciously crisp Chardonnay is the perfect choice to enjoy whilst rewatching 'My Octopus Teacher'. It's the most beautifully

Liked by themirandaholder and others
APRIL 22

Log in to like or comment.



22 April 2023 - [Victoria Brown](#), [Paddle Boarding Lizzie](#)



magic_beans and thehiddenseawine
Paid partnership with **thehiddenseawine**
Lulworth Cove

magic_beans #ad - ambassador | après sup with the wine that saves the sea 🍷🌊

it's #earthday today & to celebrate i'll be pouring myself a glass of @thehiddenseawine 🍷

if you've not heard of the hidden sea before -> for every 1 bottle of their wine sold they remove & recycle the equivalent of 10 plastic bottles from the ocean through their partner @reseaoproject - so far they've removed over 21 million plastic bottles from the ocean since July 2020 - it's great tasting wine with a purpose & i bloody love it! 🍷

1,732 likes
APRIL 22

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victoria_valentine_brown and thehiddenseawine
Paid partnership
Tundra Beats • Wonderful Day

victoria_valentine_brown Today is #EarthDay and I've picked up a bottle of my favourite wine @thehiddenseawine 🍷🌊 from my local @coopuk to enjoy with friends in the park 🌿 What a lovely way to start the weekend. I have mentioned The Hidden Sea wine before to you guys, they are a wonderful quality brand that not only have delicious, great tasting wine but are also saving the sea, having taken 21 million plastic bottles from the ocean since July 2019. The Hidden Sea removes the equivalent of 10 single-use plastic bottles from the ocean for every bottle of wine sold, I think that's

617 likes
APRIL 22

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10

ways to super-size seasonal sales

Key categories stocked up? Check. Chillers in working order? Check. But what else can retailers do to gain an edge this summer? **Nigel Huddleston** asks the experts

Be a matchmaker

In addition to drink, food is a key element of most summer get-togethers, and passing on food pairing tips through POS or social media can generate extra sales.

Kevin Fawell, off-trade sales director at Molson Coors, offers some brand and food matches for beer and cider that could be adapted by retailers to suit equivalent brands they sell.

"Staropramen's hoppy, malty flavour makes it an ideal accompaniment to a host of different meat dishes, including burgers, chicken and steak," he says.

"Aspall cider can complement chicken and salmon dishes, as well as lighter salads. Blue Moon is brewed with orange and coriander, which makes it light enough to work well with foods such as salads, shellfish and delicate fish dishes, but also robust enough to work with the bolder flavours found in spicy Mexican or Thai recipes."

Lucie Parker, wholesale director at Jeroboams Trade, has these barbecue wine-matching tips: "Dry Clare Valley Riesling for seafood and some juicy Barossa Shiraz for sausages.

"If you're doing fancy, Big Green Egg beef or slow-cooked pork, upgrade your Malbec.

"We have seen movement for wines such as those from our new agencies, Kaesler in Australia and Achaval Ferrer of Argentina, and expect to see more of the same over the summer."

40 **DrinksRetailing** May/June 2023

drinksretailingnews.co.uk | @drinksretailing



Fire starters | In focus: summer food and drink

By Johanna Thomson in Category Management © 3rd May 2023

Print

One of the many lifestyle changes ignited by the pandemic and the subsequent lockdowns is the growth of entertaining at home. As the garden and other outside spaces fast became the only places to socialise, consumers made big investments in some serious barbecue kit.



The concept of the garden kitchen and al fresco eating flourished and has now become the norm. So much so that the organisers of National Barbecue Week claim barbecue, at-home eating and entertaining is now the UK's number one summer home leisure activity, with three out of four households now owning some type of barbecue grill and 7% of all households having some form of outdoor kitchen.





The Hidden Sea red blend is just one of the beautiful wines that help remove plastic from the ...
[+] THE HIDDEN SEA

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The Hidden Sea Red Blend, \$20

Known as the “Wine That Saves The Sea,” The Hidden Sea was founded by Australian entrepreneur Justin Moran and retired AFL star Richie Vandenberg. For every bottle sold, 10 plastic bottles are removed from the ocean, and since July 2020, The Hidden Sea has removed over 18.5 million bottles. Their red blend is comprised of 82 percent Shiraz, 17 percent Cabernet Sauvignon and 1 percent Malbec, offering flavors of cherry, juicy mulberry and plum.



23 May 2023 - [Paddle Boarding Lizzie](#)



a lizzie take on a spanish classic...
sangria 🍷

magic_beans • Following
Paid partnership with [thehiddenseawine](#)
Krewella • Enjoy the Ride

magic_beans #ad - ambassador | all this recent sunshine has got me excited for the long summer nights spent on the beach, and what better way to spend a date night than with a bottle of @thehiddenseawine 🍷🌊

i'm taking you on a date & i'm making a very basic version (don't judge 😂) of my favourite spanish drink - sangria! 🍷👉

if you've not heard of the hidden sea before -> for every 1 bottle of their wine sold they remove & recycle the

Boost post

598 likes
7 DAYS AGO

Add a comment... Post



26 May 2023 - [Vegan Beauty Girl](#) (and [TikTok](#))



the hidden sea red blend
find them at the co-op

veganbeautygirl · Following
Original audio

veganbeautygirl ad helping the oceans sip by sip


back at it with my fave eco swap @thehiddenseawine - it's delicious wine that takes 10 plastic bottles out the ocean with each wine bottle you buy find them in the @coopuk for an easy way to shop better

strawberry sangria recipe

add to a (big) jug...
5-7 muddled strawberries
1 chopped orange
1 chopped apple
a handful of ice (or more your choice!)
1 cup aperol
2 cups orange juice

1,086 likes
4 DAYS AGO

Add a comment... Post



the hidden sea red blend
find them at the co-op

TikTok
@veganbeautygirl

1057
7
112
8

Speed 🔊 📺 ...





TESTED

Money > News Money

POP THE PINK I'm a wine expert and I've tested all supermarket rosés from Aldi to M&S- and one £7.50 tippie beats them all

Helena Nicklin

Published: 20:30, 26 May 2023 | Updated: 23:09, 26 May 2023





victoria_valentine_brown  · Following ...

Paid partnership
Original audio

victoria_valentine_brown  ad\
Happy Bank Holiday weekend guys, it's the perfect weather for a picnic in the park, and making one of my favourite summer cocktail with @thehiddenseawine 🍷🍓
Let's pop to my local @coopuk and pick up the ingredients to make Sangria, it's a super simple and delicious way of elevating a picnic 🍷🍓

Ingredients:


- 2 oz The Hidden Sea Red Blend
- 1 oz Grand Marnier
- 2-3 oz lemonade (or sparkling water and fresh strawberries)
- 3-4 fresh mint leaves

 **576 likes**
3 DAYS AGO

 Add a comment... **Post**





wanderlustruby • Following
I Monster • Daydream in Blue

wanderlustruby ad. Starting the the summer season with this refreshing strawberry and lime sangria made with @thehiddenseawine Chardonnay 🌊
☀️ The best part about this recipe ? There are no measurements needed!

Simply slice up some fresh strawberries and lime, until they fill the bottom of the jug, fill half of the jug with @thehiddenseawine Chardonnay and then top it up with fresh lemonade.

Head to your nearest @coopuk now as this weather is definitely screaming sangria season 🌟

Btw, did I mention wiry every bottle

♥️ 💬 📍 📌

🌍 👤 Liked by **justinmoran32** and others
22 HOURS AGO

😊 Add a comment... **Post**



Divers off Cornwall join global effort to clean seas for World Oceans Day

By PA MEDIA

PUBLISHED: 07:14 EDT, 8 June 2023 | UPDATED: 07:14 EDT, 8 June 2023



Divers removed plastic from the Cornish seabed and joined teams from all over in a global clean up for World Oceans Day.

They removed beach litter, including a vape and plastic water bottles, as well as debris from fishing nets under the water at tourist hotspot Mullion Cove.

They were part of a 40-strong global crew who took to the world's seven oceans, across seven time zones, to pull plastic pollution from the sea.

Over the course of the day, they aim to remove the equivalent of 50,000 plastic bottles from the sea, as part of the 100YR Clean Up initiative, led by Zero Co and The Hidden Sea wine company, which funds clean ups through sales.

Hidden Sea co-founder Jason Moran took part in the Cornish dive and said: "We're on a high because to clean all seven seas is nothing short of epic."



A diver removing a vape from the Cornish seabed (Hidden Sea/Zero Co/pa)



Life Real Life Heatwave

You've been drinking rosé wrong – five recipes perfect for the summer

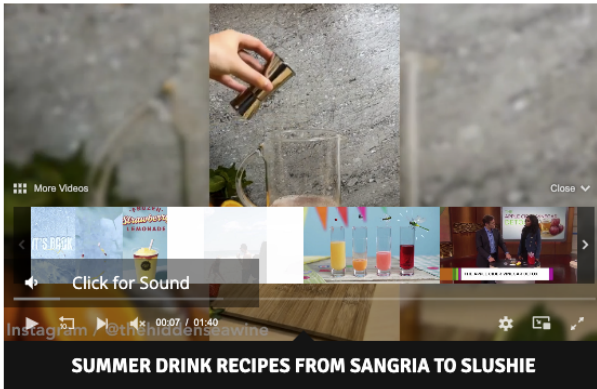
Experts from The Hidden Sea have shared easy drink recipes perfect for summer and for your Instagram feed, which use rosé wine to create classic cocktails as well as party sharers

REAL LIFE By [Tiffany Lo](#) Video News Reporter
15:36, 14 JUN 2023

Bookmark



Comments



The UK is officially in a [heatwave](#) – so there's nothing better than a cold rosé to cool you down. And the wine experts behind the [Hidden Sea](#) rosé have helpfully come up with five easy recipes using the drink.



Government to pay Camp Lejeune victims \$21 billion
Camp Lejeune Claims



Big Banks Hate When Seniors Discover This 9% Interest Savings Account
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WHAT'S HOT





PROFILE Hidden Sea Wines

No hiding the sustainability mission

Former AFL footballer Richie Vandenberg is taking Hidden Sea Wines into uncharted waters by aiming to remove the equivalent of one billion plastic bottles from the ocean by 2030.

"While playing AFL in Melbourne, I developed a passion for wine, particularly premium wine," said Vandenberg. "I liked some of the cabernets coming out of the Coonawarra region. It also turns out that one of my ancestors, Ari Vandenberg, was shipwrecked off Robe in the 1850s. Our vineyards are now in Gulichen Bay, creating a family tie to the region. I thought getting a winery on the Limestone Coast was a great opportunity, and we took it."

As an avid ocean kayaker, kite surfer, and paddle boarder, he's seen firsthand the destruction plastic waste has brought to ecosystems worldwide. The Hidden Sea mission was born from this experience. For him, it is about living with a higher purpose. When he wanted to start the Hidden Sea, Vandenberg knew it would be more than just wine.

"Justin (Moran, fellow founder) and I understood the importance of building a brand with purpose," Vandenberg said. "We didn't know collectively what that purpose would be, but we knew that's what we wanted to build. That evolved because of where the Limestone Coast is and where the winery was situated. Coonawarra is effectively on the old seabed, which is the hidden sea. There's the story of the whales, where you've got 26-million-year-old fossilised whales sitting below vineyards. We had this real provenance story tied to the ocean."

Moving from a purpose to sustainability

Both Vandenberg and Moran are lovers of the ocean. Due to the amount of time both men had spent in the sea, they both learned more about the issues with the ocean.

Richie Vandenberg is one of the co-founders of Hidden Sea Wines.

The vineyards are centered on Vandenberg's family history on the Limestone Coast of South Australia.

"Over time, we started supporting several ocean-based charities, including the Lonely Whale Foundation's Stop Sucking campaign. We really wanted to do something tangible that could galvanise a tribe of people around a goal," said Vandenberg.

That goal is to remove the equivalent of one billion plastic bottles from the ocean by 2030. For every bottle of the Hidden Sea purchased, their partners remove and recycle ten plastic bottles (or their equivalent) from the sea. Since July 2020, they have removed over 22 million plastic bottles from the ocean through their partners.

Vandenberg acknowledges that he cannot pick and choose what they are taking from the ocean. However, he knows the importance of what he is talking about.

"We are not just taking plastic bottles from the ocean; we are taking any plastic our team encounters."

"The reason we talk about plastic bottles is that people understand what a plastic bottle is. It makes the messaging very simple and raises awareness far more effectively. At the same time, talking about one billion plastic bottles shows a tangible volume. People understand that it's a vast volume."

The ReSea Project is one of their primary collection partners. It has 47 fishermen that collect plastic from the ocean every day. Those numbers are tracked through blockchain technology, where it is bagged, tagged, and sorted. All that plastic is recycled and reused in Indonesia. A recent development is that no single





“ We are not just taking plastic bottles from the ocean; we are taking any plastic our team encounters. ”

piece is winding up in landfills.

In terms of what they are collecting from the ocean, it is primarily plastic bags and plastic bottles. Despite the growing bans on plastic straws worldwide, this has yet to occur in Indonesia. As a result, the fishermen are also collecting a lot of straws.

How else does Hidden Sea focus on sustainability?

When it comes to waste, Vandenberg has worked hard to create a sustainable business, not just financially but environmentally. The entire winery is solar-powered and will receive its carbon-neutral accreditation soon. He is incredibly conscious of eliminating or minimising waste throughout the production process.

“We recycle all the wastewater on-site. Any water we cannot recycle goes out to water the blue gum forests behind the winery,” said Vandenberg. “At the same time, we are very conscious of how we use water, given that making wine is water-intensive. We have changed how we clean the bins and wash the tanks. We’ve introduced crossflow filters that require a hell of a lot less water.”

Vandenberg pointed out numerous areas across their winery where they look at waste streams. He cites the example of grape marc, the solid waste from pressing grapes into wine.

“We turn that grape marc into either feed for the animals or organic compost,” he said. “It’s not just about collecting plastic bottles; we have a whole sustainability philosophy. With the support of Sustainable Winegrowing Australia,

we are educating ourselves on how to be more sustainable. We reflect on the last 12 months and ask if we have improved our sustainability credentials.”

Sustainable Winegrowing Australia

Vandenberg talked about the role that Sustainable Winegrowing Australia can play for consumers and wholesalers. He believes they can be vital in creating a nationally trusted standard.

“They are making it easy for everyone to understand a standard to adhere to,” he said. “I think it’s an essential element of sustainability in our industry. It’s very proactive, which I commend the industry for.”

Sustainable Winegrowing Australia has more than 1,100 members, with over 270 certified members. Vandenberg believes that most vineyards across Australia are seeking certification, but it will take time and labour for the certification process to be complete.

Fast fact

Its glass bottles can be recycled infinitely, with the labels laser-printed onto them. The water-based organic inks are burned off in the recycling process. They use recyclable and sustainable cardboard cartons that are 100 per cent recyclable after use.

Removing plastic from the ocean does not detract from producing high-quality wine.



Vandenberg has considered multiple aspects of sustainability in his venture.

“The most important thing for them right now is to get a weight of numbers on board, which is what they are doing. Once they’ve done that, they need to own that space and develop the trust in the mark,” Vandenberg said.

Hidden Sea has grown rapidly in the past three years. It has several other products to look at while it remains in its proof-of-concept phase. Vandenberg had to find out if enough consumers cared about removing plastic from the ocean.

“We feel like we have proven that over the past three years, we have gone from 3,000 to 90,000 cases. The consumers are speaking with their feet or their wallets. Clearly, people get sustainability, and we give people a choice at the purchase level.”

For more information, visit thehiddensea.com.au/.

