



MEDIA JOURNAL

July 2023 – September 2023



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The Hidden Sea Rosé



Whereas some wineries see themselves as stewards of the land, [The Hidden Sea](#) extends its care to the ocean. With the goal of removing 10 plastic bottles from the water per bottle of wine sold, the winery is firmly dedicated to environmental sustainability. The Australian company produces a range of easy-drinking wines, featuring sea life on the labels.

The Hidden Sea Rosé offers something for all types of wine drinkers. It's light and bright while simultaneously showcasing vibrant fruity aromas. Berries and tropical fruits are present in every zesty sip, while a rich creaminess rounds it out. The pale hue comes courtesy of a lineup of grapes — shiraz, pinot gris, sauvignon blanc, chardonnay, sémillon, and merlot all make an appearance.

The result is nuanced yet not overly complex, making this an excellent option to bring to the beach, on a picnic, or to serve on your patio. Enjoy it by itself or serve it with pork, salmon, cheese, or snacks.



13 July 2023 - [The Irish Post](#)



HIDDEN SEA ROSÉ 2022, SOUTH AUSTRALIA, £8 SAINSBURYS

Delicate and dry, The Hidden Sea rosé tastes great and also gives back to the environment,

These Australian winemakers have a “clear purpose”, they claim, to make “one wine” and achieve “one mission”. Which is to remove plastic from our oceans.

“We created The Hidden Sea to captivate our friends while allowing them to feel a part of something bigger than themselves, celebrate the amazing place we make our wine and look and taste damn great,” they state.

For every bottle of their wine that is bought, the firm pledges to remove the equivalent of 10 x 500ml plastic bottles from the ocean and recycle them.



report ad

The Hidden Sea

Looking for a fun summer beverage with a purpose? Here's your sign to check out The Hidden Sea. This philanthropic brand not only has delicious, vegan-friendly wine, but it's doing its part to help improve the planet. In partnership with the [ReSea Project](#), The Hidden Sea is cleaning up our oceans. By drinking one bottle of The Hidden Sea wine, the brand will remove the equivalent of 10 single-use plastic bottles from the ocean and recycle them. With the help of wine-sipping consumers, the brand aims to remove one billion plastic bottles from our oceans by 2030!

Drink delicious wine and clean up the ocean—sounds like a win-win, right? The Hidden Sea is all about empowering its fans to make change happen and become part of something bigger than themselves. The environmentally friendly wine brand's vineyards are located on The Limestone Coast of Australia, which was once home to a thriving marine ecosystem and completely covered by water.

Sip with purpose this summer! [The Hidden Sea](#) features three vino varieties. The brand's chardonnay brings notes of white nectarine and lemon peel complemented by toasty oak. This white wine pairs well with creamy vegan pasta dishes. The brand's red blend is a bright, crimson red with notes of juicy berry, stone fruit, and spice. Pair this with richer meals like meaty mushroom recipes. And the brand's rosé has a bright, yet luscious, palate with a zesty finish and pairs well with vegan flatbreads and appetizer platters.



COURTESY OF HIDDEN SEA



The Hidden Sea Launches #LineInTheSand Campaign to Tackle Plastic Pollution

Story by Sam Allcock • 3w



The Hidden Sea Launches #LineInTheSand Campaign to Tackle Plastic Pollution
© Provided by Z News Service

In honor of Plastic Free July, The Hidden Sea, a premium Australian wine brand, is urging UK wine drinkers to take a stand against plastic pollution and make a difference. With an alarming estimate of 170 trillion pieces of plastic in our oceans, the brand is calling on individuals to draw a [#LineInTheSand](#) and make one small change to reduce single-use plastic consumption.



Wine



With
**Dawn
Egan**

d.egan@irishnews.com

**The Hidden Sea Chardonnay 2021,
South Australia, £10, Co-op**

Chardonnay in Australia these days is a lot leaner than it used to be – with a lot less oak and creaminess. Here's a wine that celebrates the good old days. Round and creamy, with flavours of ripe peach, vanilla and nuts. No punches pulled, this is Chardonnay like it used to be. Not only is it a stylish, luxurious, fruit-laden Chardonnay – but for every bottle sold, plastic bottles are removed from the ocean thus protecting sea life.



**Trivento Reserve Malbec Rose,
Argentina, was £8.50, now £7.50,
Sainsbury's**

The name Trivento comes from three winds; polar, zonda and sudestada. It is these winds that make Mendoza such a distinctive wine growing region. This sample is a delicate pink Rosé whose strawberry and summer fruit aromas

mingle with a hint of grapefruit and vanilla. Well-balanced, with a crisp and fruity finish, Trivento Reserve Malbec Rosé is ideal as an aperitif, or as an accompaniment to seafood or salads. One for the bank holiday weekend.



WINE OF THE WEEK

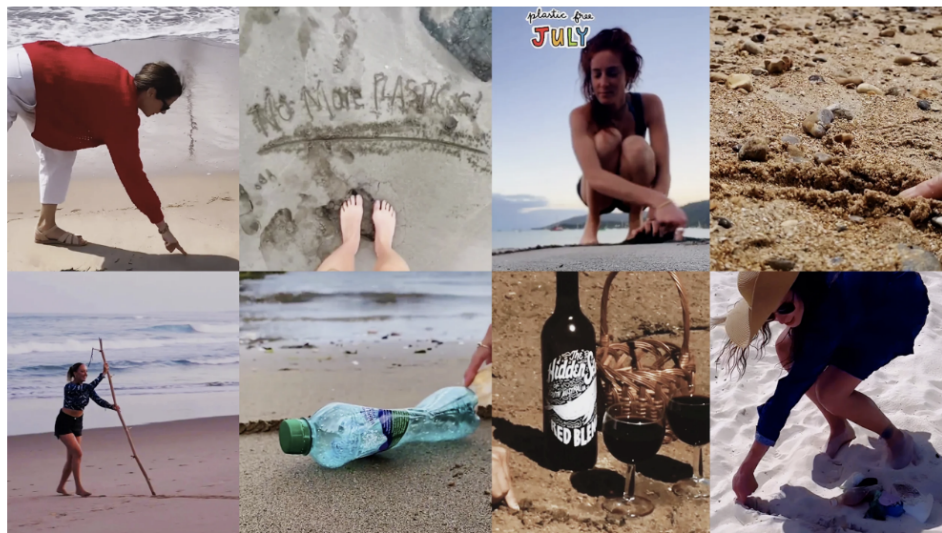
**Squealing Pig Sauvignon Blanc,
New Zealand, £8.50, Asda**

The grapes for this Squealing Pig Sauvignon Blanc were sourced from the highly-regarded Marlborough region. The wine was cool fermented and left on lees to develop an aromatic texture. Bursting with flavour, this wine is crisp and refreshing with tropical fruit flavours of pineapple, passionfruit and citrus. Summer in a glass...



Plastic Free July: The Hidden Sea calls on consumers to draw a line in the sand on plastic waste

by Fiona Briggs — August 7, 2023 Reading Time: 1 min read



To mark the awareness month, Plastic Free July, ocean-saving wine brand The Hidden Sea orchestrated spontaneous clean ups around the globe. Determined to make Plastic Free July one for positivity, encouragement and action and with the strong belief that small changes make a big difference, the wine brand called on friends, fans and people around the world to draw a line in the sand on plastic waste.

Throughout July its army of ambassadors partook in clean-ups whereby if they came across unwanted plastic waste – whether it was on the morning commute, trip to the shops or evening walk – to dispose of it correctly and encourage others to do the same. Participants included travel TV presenter, Alex Outhwaite and marine biologist, Madeline St Clair. The Hidden Sea has now removed over 22,700,000 plastic water bottles from the world's oceans.

Tags: [RETAIL NEWS](#) [THE HIDDEN SEA](#)



15 August 2023 - [Yahoo Life UK](#), [ManchesterWorld](#)

We try the wine helping to save the ocean - one bottle at a time

f

Louisa Gregson

15 August 2023 · 4-min read

X

✉

In this article:



COP26



The Hidden Sea has a range of ethical wines

Climate change, sustainability, caring about our planet and our oceans - these are topics on everyone's lips in 2023.

So imagine if something as simple and pleasurable as drinking a glass of wine could help the environment, wouldn't that be wonderful?

Well, the good news is that it can. Thanks to the team behind The Hidden Sea.



17 August 2023 - [The Irish News](#), [The South Wales Magazine](#),



The Hidden Sea Chardonnay 2021, South Australia, £10, Co-op, in-store (The Hidden Sea/PA)

Another Australian winery leading the way, **The Hidden Sea's** co-founder, Justin Moran, says: "We have a very simple mechanic for our wine drinkers – one bottle of The Hidden Sea equals 10 plastic bottles out of the ocean.

"The fact we've taken so much plastic out of the ocean – the equivalent of more than 23 million bottles – in only a few years shows consumers are looking to make better choices – and seeking out eco-friendly brands who can help them to be part of the solution," says Moran. "It's good to see other brands getting involved with similar causes, too."

They also have intrinsic links to the sea, as their vineyards used to be covered by the Southern Ocean. "In fact, the whale on our laser-printed bottle is inspired by a real-life fossilised whale found under a nearby vineyard," reveals Moran. "Pretty awesome!"

He continues: "It's vital we act now to save the ocean and with every drinking moment, you're creating a movement... cheers!"



20 August 2023 - Scotland On Sunday, Western Mail, Aberdeen Evening Express, Peterborough Evening Telegraph, News Letter (Belfast), Sunday Life, The Press, The Gazette (Colchester), North Wales Pioneer, Rhyl Journal, Border Telegraph, Ardrossan and Saltcoats Herald, Greenock Telegraph, The Argus, Northern Echo (North Edition), Largs and Millport Weekly News, The Leader Wrexham, Peeblesshire News, Sunday Sun, Leicester Mercury (**All Print**)

Eco-friendly wines and spirits that are good for the ocean

◆ These top drops are making waves by supporting conservation efforts

With the summer holidays in full swing, chances are you're heading to the beach and dipping your toe in the ocean.

And the beauty of being close to the sea and wading in for a swim is the hope and promise of a plastic-free coastline – by championing the preservation of the ocean, with a wine that supports marine conservation projects.

"We want everyone to recognise their influence on our ocean," says Simon Rolfe, director, Sea Change Wine.

"Turning the tide on plastic pollution is a collective action – we encourage our customers to start this process with eco-friendly wine."

By eliminating the plastic wrap around the cork, he says they've saved unnecessary plastic from being used on more than 1.4 million bottles.

Indeed, one of the charities supported by Sea Change, Ocean Generation is emphasising threats to our oceans through science and storytelling.

Founder of Ocean Generation, Jo Ruxton MBE, who produced the award-winning film 'A Plastic Ocean' says: "Our aim is to equip people to take action

on a daily basis and make choices which have a positive impact – we want everyone to recognise their influence on our ocean."

Elsewhere, South Australia's Wakefield Wines has partnered with Project Seahorse, a global authority on seahorse and marine conservation. Wakefield's chief winemaker, Adam Eggins, says the winery has a unique connection to seahorses ever since fossilised seahorses were discovered on their property.

"Seahorses, like grapevines, serve as important indicators of climate-related issues," says Eggins. "Promised Land Shiraz Cabernet comes with a QR that allows customers to learn more about their dedication to marine conservation."

Another Australian winery leading the way, The Hidden Sea's co-founder, Justin Moran, says: "We have a very simple mechanic for our wine drinkers – one bottle of The Hidden Sea equals 10 plastic bottles out of the ocean."

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be part of the solution," says Moran.

He continues: "It's vital we act now to save the ocean and with every drinking moment, you're creating a movement... cheers!"

Another top pick with a picture postcard label, Vina Esmeralda, from Familia Torres Wines, has joined forces with Gravity Wave, a social enterprise dedicated to cleaning the Mediterranean Sea.

"The Mediterranean Sea has a unique and special place in the hearts of many, and it's no surprise Viña Esmeralda Deep Sea Edition has found a way to protect this beloved body of water," says Kirsten Lord, brand manager for Familia Torres Wines.

"Not only does this delicious white wine capture the essence of a Mediterranean summer with every sip," suggests Lord. "But with every bottle purchased, the equivalent of 10 plastic bottles will be removed from Mediterranean shores."

Beyond the world of wine, Xavier Baker, co-founder of the Isle of Wight Distillery is taking part in the World's Toughest Row this December to raise awareness of ocean pollution.

Rowing 3,000 miles across the Atlantic in his boat, Mermaid Atlantic, with two



Eco-friendly wines and spirits that are good for the ocean



By [NewsChain Lifestyle](#)



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Wine: Treat yourself to something new over the Bank Holiday weekend



Bank holiday weekends are for enjoying wine

Dawn Egan

25 August, 2023 20:00

[Twitter](#) [Facebook](#) [Google+](#) [Email](#) [LinkedIn](#) [Print](#)



Dawn Egan

To celebrate it being a Bank Holiday weekend, many of the supermarkets and off-sales have offers that will prove tempting for wine fans.



The Hidden Sea Chardonnay 2021, South Australia, £10, Co-op

Chardonnay in Australia these days is a lot leaner than it used to be – with a lot less oak and creaminess. Here's a wine that celebrates the good old days. Round and creamy, with flavours of ripe peach, vanilla and nuts. No punches pulled, this is Chardonnay like it used to be. Not only is it a stylish, luxurious, fruit-laden Chardonnay – but for every bottle sold, plastic bottles are removed from the ocean thus protecting sea life.



01 September 2023 - The Northern Echo, The Press, The Leader Wrexham, Peeblesshire News (Print)

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Turning the tide on plastic pollution is a collective action – we encourage our customers to start this process with eco-friendly wine.

By eliminating the plastic wrap around the cork, he says they've saved unnecessary plastic from being used on more than 1.4 million bottles.

Helping the ocean

"Each time you pop the cork and enjoy the bubbles, the ocean is benefiting as well as your taste buds," says Rolfe.

Indeed, one of the charities supported by Sea Change, Ocean Generation is emphasising threats to our oceans through science and storytelling.

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"Seahorses, like grapevines, serve as important indicators of climate-related issues," says Egging. "Promised Land Shiraz Cabernet comes with a QR that allows customers to learn more about their dedication to marine conservation."



SeaChange Prosecco, Italy, £13.99. Inset, Simon Rolfe, director, SeaChange Wine. *Pics: SeaChange/PA*



Vina Esmeralda Deep Sea Edition 2022, Spain, £9, Tesco, in-store. Right, Jo Ruxton MBE, founder of Ocean Generation. Below, Wakefield Promised Land Shiraz Cabernet 2020, South Australia, £9, Tesco. *Pics: PA*

"Every bottle of Promised Land contributes to the safeguarding of seahorse habitats around the world, including those of Dorset's coastal regions in the UK."

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The Hidden Sea Chardonnay 2021, South Australia, £9.50, Co-op, in-store. Inset, Justin Moran, co-founder, The Hidden Sea. *Pics: The Hidden Sea/PA*

"Not only does this delicious white wine capture the essence of a Mediterranean summer with every sip," suggests Lord. "But with every bottle purchased, the equivalent of 10 plastic bottles will be removed from Mediterranean shores."

Together with Gravity Wave, she says they've collected more than one million plastic bottles from the Mediterranean coastline to date – the counter gets updated every eight seconds and is now standing at 1,113,515 – you can track the project's progress through Vina Esmeralda's website.

Beyond the world of wine, Xavier Baker, co-founder of the Isle of Wight Distillery is taking part in the World's Toughest Row this December to raise awareness of ocean pollution.

Rowing 3,000 miles across the Atlantic in his boat, Mermad Atlantic, with two team mates, Baker says the momentum is really building with only four months until they set off.

"We aim to raise awareness and funds for three special charities including Hampshire & Isle of Wight Wildlife Trust to support their Solent Seagrass Restoration Project, Surfers Against Sewage and The Seahorse Trust," says Baker.

"Overall, we're trying to promote sea preservation and conservation," explains Baker. "The seagrass meadows here in the Solent and Studland Bay are vital breeding grounds for seahorses and a huge variety of shellfish and fish, as well as being a great sequester and sink of CO2."

"The ocean is very close to all our hearts," enthuses Baker. "We're all water users and I grew up surfing here on the Island – you're constantly aware of the pollution."



ON THE GRAPEVINE

BY SAM WYLIE HARRIS

If you've had the chance to dip your toe in the ocean this summer, you'll know how precious a plastic-free coastline is.

And now wine producers are helping to look after our seas with products supporting marine conservation projects.

"We want everyone to recognise their influence on our ocean," says Simon Rolfe, director, **Sea Change Wine**, (Prosecco, £13.99, right).

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"We have a very simple mechanic for our wine drinkers - one bottle of **The Hidden Sea** (chardonnay, £9.50, Co-op, right) equals 10 plastic bottles out of the ocean.



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"Not only does this delicious white wine capture the essence of a Mediterranean summer with every sip," offers Kirsten. "But with every bottle purchased, the equivalent of 10 plastic bottles will be removed from Mediterranean shores."



08 September 2023 - [The Three Drinkers](#)

HIDDEN SEA CHARDONNAY



Fans of easy-going, Aussie Chardonnay will love Hidden Sea, not just for its generous, melon and honeysuckle-scented juice, nor for its super stylish bottle but each product purchased helps remove plastic from the oceans! What an excellent reason to stock up. A great, affordable, all rounder wine.

Size: 750mL

ABV: 13%

Find here: **£10**



Help the Ocean by Drinking Vino: Eco-Conscious Wine Label The Hidden Sea Has Launched in New Zealand

Here's how you can help save the environment by drinking one bottle of wine at a time.



By [Emma Clark-Dow](#)
SEPTEMBER 13, 2023

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Shares



Eco-conscious wine label [The Hidden Sea](#) has officially launched in New Zealand, bringing its sauvignon blanc, pinot grigio, rosé and shiraz across the Tasman. But that's not all — the expansion of the Australian brand to Aotearoa means that it is one step closer of achieving its ambitious but important goal: removing one billion plastic bottles from the sea by 2030.

Entrepreneur Justin Moran and former AFL star Richie Vandenberg, The Hidden Sea's founders, have partnered with ReSea Project, which works with communities to recover plastic waste that has been dumped in the waters surrounding their homes.

The Hidden Sea is contributing to this worthy effort by promising to remove and recycle ten plastic bottles for every one of its wines sold, until it hits that golden target of one billion. Over the past three years, the vino brand has assisted in removing and recycling more than 23 million bits of plastic waste.

TRENDING

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2 Crime Capers Don't Get Much More Charming Than Netflix's Suave Crime Starring Standout 'Lupin'



3 'Force of Nature: The Dry 2' Will Have Bana Solving Mysteries Again in February



BEVERAGE, LOCAL NEWS, NEWS / 26/09/2023

THE WINE THAT SAVES THE SEA ARRIVES IN NEW ZEALAND



The Hidden Sea, a premium Australian wine company focused on making wines that matter to people who care, has launched its range in New Zealand.

Founded by entrepreneur Justin Moran and retired AFL star Richie Vandenberg, who share a passion for the ocean, The Hidden Sea was created to honour the ocean heritage of the South Australian site of their vineyard and make a positive, verifiable impact on the planet.

Their brand promise is that for every bottle of The Hidden Sea wine sold, they remove and recycle ten plastic bottles from the ocean. They have a lofty goal of removing 1 billion bottles by 2030, and they're well on their way, with over 23 million bottles removed from the ocean since July 2020.

