



The
Hidden Sea
STRATEGY

THE HIDDEN SEA

PURPOSE One Wine. One Mission. To remove plastic from the ocean.

ESSENCE The wine that saves the sea.

VALUES

COURAGE

Never give up. Confront issues; work through them, not around them. Do right. Take on tasks bigger than ourselves. Empower others.

ENTHUSIASM

Give before you get with a positive attitude. Bring the energy don't suck it. Life is 10% what happens, 90% how we react.

CONSISTENCY

Roll the sleeves up, disciplined action day-in, day-out. Do what needs to be done first. Focus on what matters.

MISSION

GOAL

1 BILLION plastic bottles removed from the ocean by 2030.

BRAND PROMISE

For every bottle of The Hidden Sea Sold sold we remove and recycle 10 plastic bottles from the ocean.

BRAND PROMISE KPI

Total plastic bottles removed from the ocean per month.

ECONOMIC ENGINE

Number of plastic bottles removed from the ocean.

OUR STORY



OUR STORY

Our wines carry a heritage born from the sea.



OUR STORY

“THE HIDDEN SEA”

26 MILLION YEARS AGO South Australia’s incredible Limestone Coast was submerged by a vast ocean.

It was home to a thriving marine ecosystem...



OUR STORY

THE WHALE

Ancient mineralised relics—including an extraordinary 26 million-year-old whale fossil, and an extensive museum of marine life—now lay buried beneath the alluvial soils of this World Heritage wine region.



OUR STORY

WE ARE A PREMIUM WINE COMPANY MAKING WINES THAT MATTER FOR PEOPLE WHO CARE.

We honour our ocean heritage in our partnership with RESEA PROJECT, a community-driven Danish company operating in Southeast Asia—one of the the most plastic-polluted areas of the world.

ReSea Project is independently validated and verified by DNV (a world-renowned dedicated auditor).

Together, we're producing the global industry standard for the sustainable removal and cleanup of ocean waste plastic.



**FOR EVERY BOTTLE OF THE HIDDEN SEA
THAT WE SELL, WE REMOVE AND RECYCLE
10 PLASTIC BOTTLES FROM THE OCEAN**

This is our Brand Promise, and we *really* do it.

OUR PROGRESS



**GLOBALLY, THE HIDDEN SEA BRAND HAS
REMOVED **25,436,583** PLASTIC BOTTLES
FROM THE OCEAN**



Progress since July 1, 2020. "Bottles" defined by equivalent weight in plastic.



THE HIDDEN SEA HAS REMOVED MORE PLASTIC IN-WEIGHT FROM THE OCEAN THAN A FULLY-LOADED 747



OUR CONSUMERS



OUR CONSUMERS

We exist for socially-conscious consumers who love great tasting wine, and want to feel a part of something bigger than themselves.



OUR CONSUMERS

YOUNGER GENERATIONS ARE DRIVEN TO ACT

- ✦ They're taking action to drive the change they want to see in the world
- ✦ They're doing their part to help the environment
- ✦ They support legislating equality
- ✦ They're willing to boycott businesses that don't share their values



OUR CONSUMERS

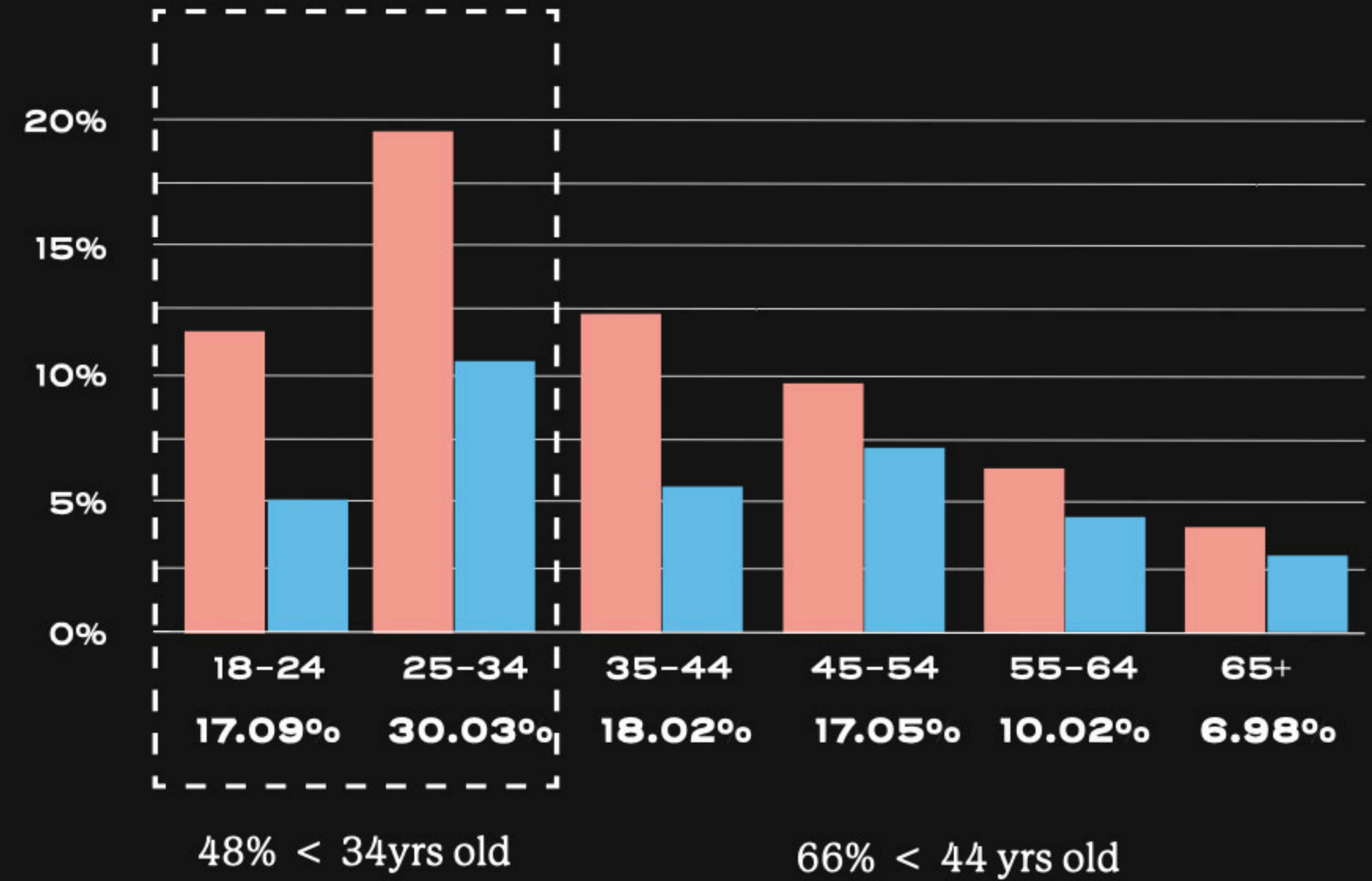
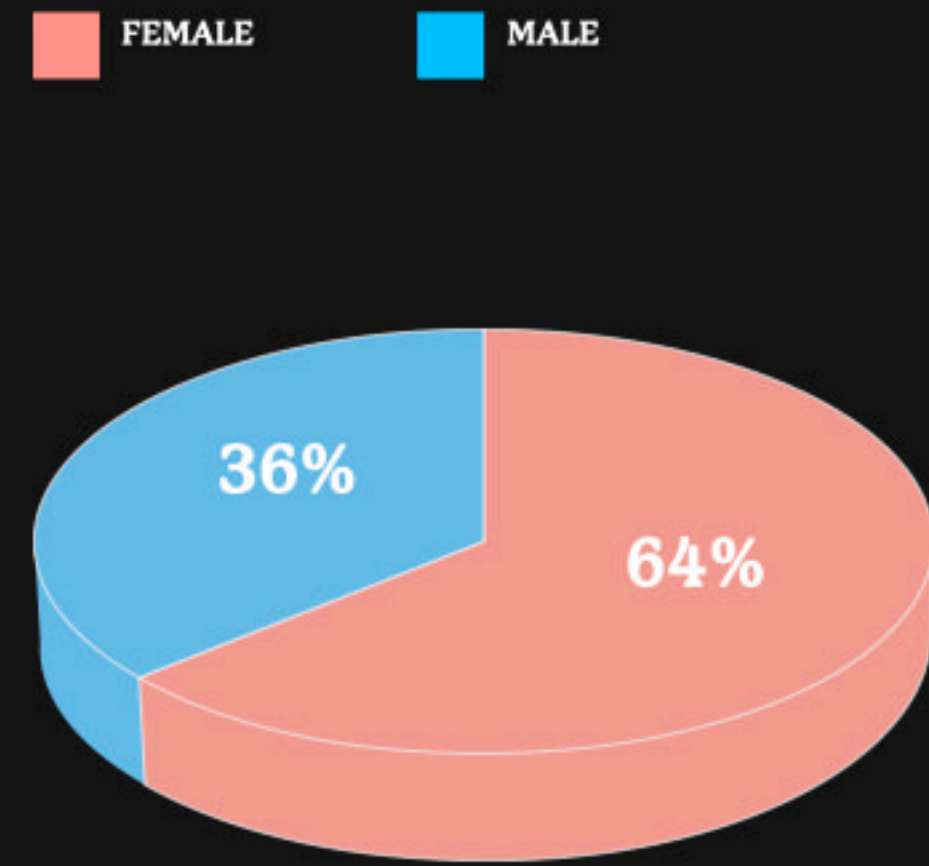
WINE INTELLIGENCE REPORTS:

- 90% of those surveyed are willing to pay more for sustainably-produced wine
- “Environmentally friendly” and “Fair trade” scored the highest in major markets



ONE WINE. ONE MISSION.
TO REMOVE PLASTIC FROM THE WORLD.

OUR CONSUMERS



OUR CONSUMERS: **KEY LEARNINGS**



The time for lies, empty promises, and do-nothing politics are over.



Brands must act now to offer a path to fix the damage we've all done to the environment. Everyone needs to be a part of the change.

OUR WINES



The Hidden Sea

STORY

Located in South Australia, which 26 million years ago, was home to a thriving marine ecosystem. A series of dramatic ice ages caused the Great Southern Ocean to recede, leaving the soil rich with nutrients and deep limestone deposits for the grapes to flourish today. The Hidden Sea was founded to honour this ocean heritage, and make a positive, verifiable impact on the planet.

PROMISE

For every bottle of The Hidden Sea sold, we remove and recycle 10 plastic bottles from the ocean.

GOAL

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TheWineThatSavesTheSea



SHIRAZ

PALATE Generous blackberry and plum fruit, with layers of cherry and spice. The mid-palate and tannins are soft and silky

AROMA Red fruits leap from the glass, followed by hints of vanilla and choc-mint oak

COLOUR Vibrant, deep brick-red

WINE ANALYSIS Alc/Vol: 14.4%, pH:3.51, Acidity: 6.02

WINEMAKER Leisha Munro & Stephen Tierney



PINOT NOIR

PALATE Soft and juicy, the wine has a refined varietal fruit expression with soft powdery tannins, and a textural finish

AROMA A complex nose of black cherry and dried herb aromas, plus a touch of florals in the background

COLOUR Cherry red

WINE ANALYSIS Alc/Vol: 13%, pH:3.44, Acidity: 5.5

WINEMAKER Leisha Munro & Stephen Tierney



GSM

PALATE A lighter style with plenty of flavour and depth - succulent and juicy

AROMA Red currant and strawberry aromas and attractive ripe cherry and sweet spice

COLOUR Vibrant with purple hues

WINE ANALYSIS Alc/Vol: 13.9%, pH:3.56, Acidity: 5.01

WINEMAKER Leisha Munro & Stephen Tierney



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"Bottles" defined by equivalent weight in plastic.



RED BLEND

PALATE Flavours of cherry, juicy mulberry, and plum, with generous fruit and spice

AROMA Red berries and fruit cake spice, with vanilla and toasty notes

COLOUR Bright crimson red

VARIETAL COMPOSITION

82% Shiraz, 17%

Cabernet Sauvignon, 1% Malbec

WINE ANALYSIS Alc/Vol:

14.5%, pH:3.58, Acidity: 6.1

WINEMAKER Leisha Munro & Stephen Tierney



GRENACHE

PALATE A lighter bodied style with soft red berry fruits, candied notes and naturally low tannins

AROMA Floral violets, ripe raspberries and cherry-ripe with hints of cinnamon

COLOUR Vibrant with red and purple hues

WINE ANALYSIS Alc/Vol:

14.5%, pH:3.6, Acidity: 4.76

WINEMAKER Leisha Munro



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TheHiddenSeaWine

#TheWineThatSavesTheSea



SAUVIGNON BLANC

PALATE Flavourful and juicy, with gooseberry and passionfruit. Succulent, with great fruit intensity, and vibrancy on the finish

AROMA Freshly cut green apple, fig, and lemon peel, with a citrus backbone

COLOUR Pale straw with green hues on the edges

WINE ANALYSIS Alc/Vol: 12.2%, pH: 3.18, Acidity: 7.03

WINEMAKER Leisha Munro & Stephen Tierney



CHARDONNAY

PALATE White nectarine and lemon peel, complemented by toasty vanillin oak, and buttery malolactic fermentation character. The fruit weight, intensity, and acid, join to make a delightful wine

AROMA Fleshy white peach and nectarine, with nougat and light spices

COLOUR Pale straw

WINE ANALYSIS Alc/Vol: 13.3%, pH: 3.44, Acidity: 5.91

WINEMAKER Leisha Munro & Stephen Tierney



PINOT GRIGIO

PALATE An expressive palate with crisp fresh characters of pear and pineapple with some hints of honey before finishing with a note of crisp apple acid

AROMA Fresh characters of green apple, pineapple, and honeydew

COLOUR Bright white with green edges.

WINE ANALYSIS Alc/Vol: 12.6% (labelled as 12%), pH: 3.23, Acidity: 5.86

WINEMAKER Leisha Munro





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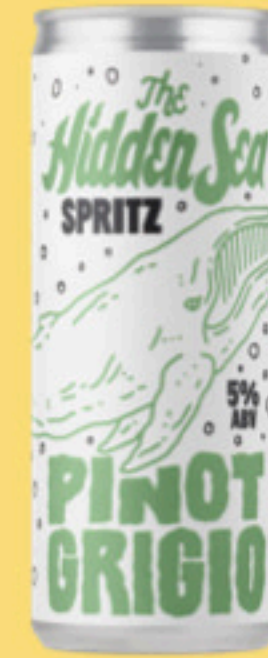
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TheWineThatSavesTheSea

"Bottles" defined by equivalent weight in plastic.



SPRITZ PINOT GRIGIO

PALATE An effervescent and expressive palate, with crisp pear and pineapple, and some hints of honey

AROMA Fresh green apple, lemon pith, and lime cordial

COLOUR Bright white with green edges

WINE ANALYSIS Alc/Vol: 5.3% (labeled as 5%), pH:3.09, Acidity: 6.4

WINEMAKER Leisha Munro



BLANC DE BLANCS

PALATE A non-vintage sparkling with elegant and soft white fruits and freshness from good acidity. The mousse is fine, persistent, and refreshing

AROMA Freshly cut citrus fruits with a touch of peach flesh and attractive yeast complexity

COLOUR Light pale straw

WINE ANALYSIS Alc/Vol: 12% pH: 3.0, Acidity: 6.7

WINEMAKER Leisha Munro



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📷 [TheHiddenSeaWine](#)

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ROSÉ

PALATE Light, yet luscious, with a juicy mid- palate, and cleansing zesty finish

AROMA Berries and tropical fruits

COLOUR Very pale pastel pink

VARIETAL COMPOSITION

Shiraz, Pinot Gris, Sauv Blanc, Chard, Sémillon, and Merlot

WINE ANALYSIS Alc/Vol: 12.5%, pH:3.12, Acidity: 6.57

WINEMAKER Leisha Munro



SPRITZ ROSÉ

PALATE A non-vintage spritz that’s light, crisp, and bubbly— with red berries, fresh citrus, and sorbet notes

AROMA Berries and tropical fruits

COLOUR Very pale pastel pink

WINE ANALYSIS Alc/Vol: 12%, pH:3.07, Acidity: 6.33

WINEMAKER Leisha Munro



SPRITZ ROSÉ

PALATE Light and bubbly, with red berries and hints of florals, and creaminess supported by zesty acid

AROMA Soft, juicy peach flesh, and confectionery notes

COLOUR Very pale pastel pink

WINE ANALYSIS Alc/Vol: 5.3% (labeled as 5%), pH:3.06, Acidity: 6.7

WINEMAKER Leisha Munro





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“Bottles” defined by equivalent weight in plastic.



THIS WINE SAVES THE SEA

FOR EVERY **1** BOTTLE OF THE HIDDEN SEA THAT WE SELL, WE REMOVE AND RECYCLE **10** PLASTIC BOTTLES FROM THE OCEAN



SIDE LABEL ON ALL SKUs

With brand Essence and Promise



QR CODE ON ALL SKUs

Scan to see current status on plastic removal

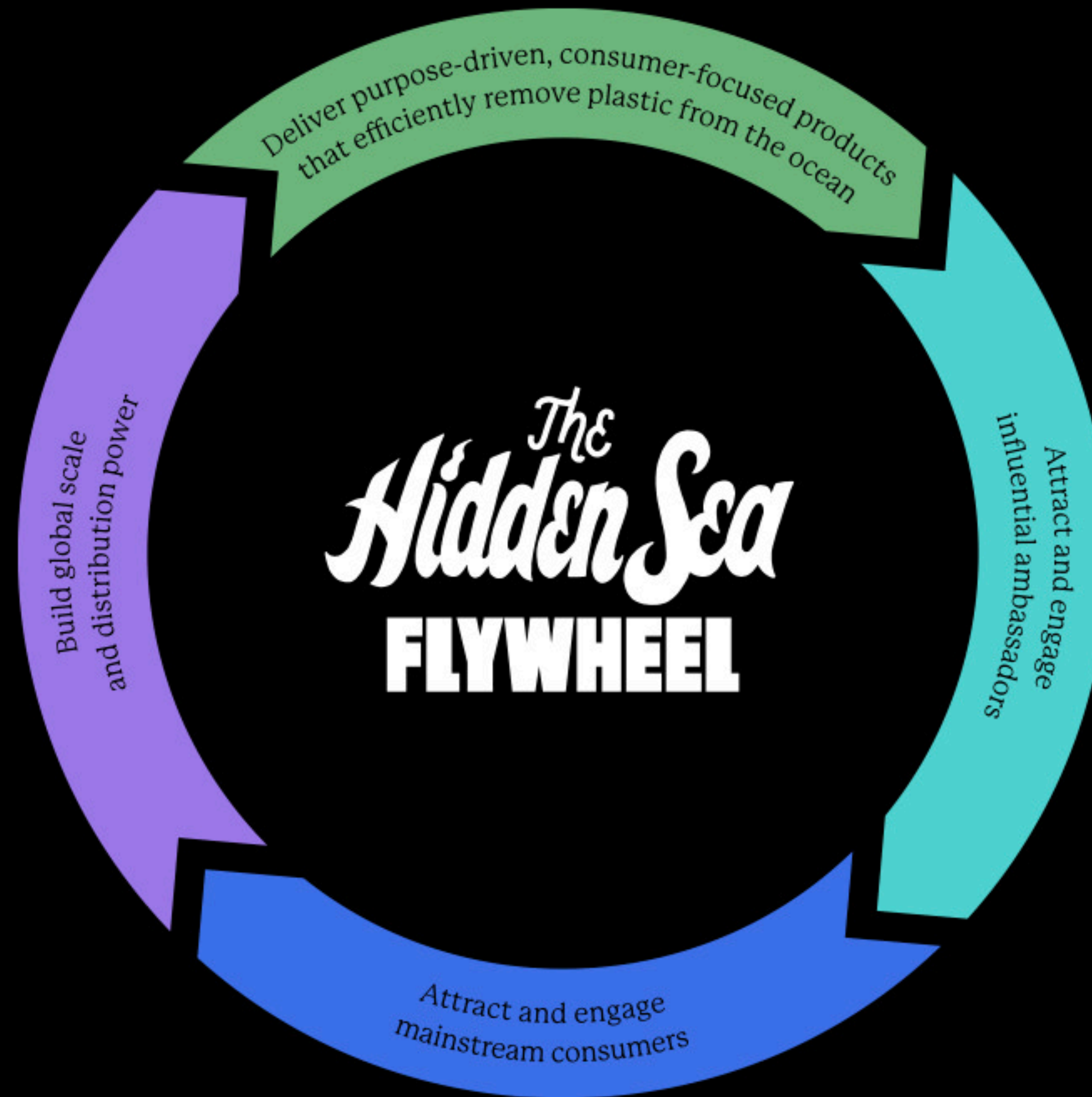


OUR PROCESS



THE HIDDEN SEA FLYWHEEL

EACH STEP IN THE FLYWHEEL IS AN INEVITABLE CONSEQUENCE OF THE STEP BEFORE IT





The Hidden Sea

We are not creating another drinking moment.
We're creating a movement.

thehiddensea.com