

The Hidden Sea

MEDIA JOURNAL

July 2021 – June 2022



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AUSTRALIAN WINE EXPORTS: WHERE DO THEY GO FROM HERE?

Tyson Stelzer looks at the ramifications of
China's extreme tariffs on Australian wine exports

28 Harpers Wine & Spirit July 2021

On 28 November 2020, China announced punitive tariffs on Australian wine of between 107% and 212%, serving a massive blow to an industry already wounded by three years of low yields culminating in droughts, bushfires and coronavirus. This threat to rural Australia makes Covid-19 look like a bag of fairy floss," wrote Australia's Wine Business Magazine following China's announcement. An order of 1,000 tonnes of uncontracted fruit was cancelled by one large company the next day. And the pain was felt by both sides, as many millions of Chinese who love, pour, sell, distribute and import Australian wine were left reeling.

China's Ministry of Commerce falsely accused Australia of dumping cheap wine there, leaving many observers questioning why bulk wine was the only exempt category. And why was wine just one of a swathe of Australian exports to be slammed? Wine is of course just a pawn in a much larger diplomatic tussle. It's a tiny pawn at that, representing just 1% of Australia's total exports to China.

But for Australian wine, China is enormous, now





"It's more than just business, it's a genuine relationship and a cultural exchange"

James Lindner, Langmeil

the number one export market, accounting for AU\$1.2bn (19% by value) and the equivalent of 189 million bottles (40% by volume).

The impact of China's crippling tariffs was swift and deep. Exports to China between December 2020 and March 2021 were just AU\$12m, compared with AU\$325m in the same period last year (down more than 96%).

"The market has pretty much disappeared," bemoans Wine Australia CEO Andreas Clark. "All that is going into China at the moment is a bit of bulk wine, a little high-value wine and some brandy."

The impact was particularly acute as China was a premium market with a thirst for fine wine. But there's more at stake than just sales figures, politics and supply and demand.

"It's not just the commercial outcomes, but the genuine and real interactions and camaraderie that have fallen away," Clark points out.

James Lindner of Langmeil in the Barossa says: "It's more than just business, it's a genuine relationship and a cultural exchange. Bonds have been made with our Chinese friends over many lunches and dinners."

The diplomatic tussle is showing no signs of

abating, and in March China announced it would lock in its tariffs for five years. Such an extreme and sudden reaction was a dramatic wake-up call for Australian winemakers heavily reliant on this volatile market. The industry is scrambling to get its eggs out of this crumbling basket and looking where to send them next.

Taking mainland China out of the equation, Australia's wine exports were up 10% by value and 8% by volume in the 12 months to March 2021. Even accounting for China, the decline in value was just 4% and merely 1% in volume.

The key growth market was the UK (see box on page 30), while the US posted 4% growth in value to uphold its place as Australia's third export market. "We're working hard to resuscitate and support the US market, which is starting to show some success," reports Clark.

"The American market is the key," agrees Penfolds chief winemaker Peter Gago. "With 15 times the Australian population!"

He postulates doing things differently, perhaps even trying to sell en primeur, a practice virtually unheard of in Australian wine.

Oceania recorded 7% growth in value, with the China situation accelerating Wine Australia's focus in these markets. Activities are currently under way to link producers with importers and distributors in Thailand, Indonesia, Vietnam, Singapore and Malaysia.

Posting 55% growth in value, Hong Kong may appear to be the surprise success story for Australia, but in truth its performance was skewed by the re-routing of shipments destined for China in the wake of the tariff announcements.

"Hong Kong is an important market for us, but with the situation there at the moment, domestic consumption is not increasing," Clark reveals.



DIVERSIFYING MARKETS

It takes time and investment for wineries to diversify their markets, and this is no easy task in the midst of the most challenging period since the Second World War to actually travel and get on the ground.

"Nothing sells wine better than shoe leather," declares Bellebonne Tasmania winemaker Natalie Fryar.

Smart operators saw this coming. "We have been well on the way to engaging new markets since January 2020," says the Barossa's Torbreck Vintners winemaker Ian Hongell. "It's been my primary directive for our export team. This won't replace China by any measure, but we will find a way to reshape our footprint."

The full repercussions of Australia's China catastrophe will take at least another year to fully play out. Some reprieve on the supply side was granted by three years of drought, culminating in further losses to bushfires and smoke taint in some regions in 2020. But 2021 delivered a bountiful and exemplary harvest – and at some point 189 million bottles a year destined for China will need to find a new home.

"There's a massive oversupply in South Australia, and if you account for exports to China, it's going to be very hard for regions that don't



Harpers Wine & Spirit July 2021 29



FEATURE Australia

have a strong reputation," says winemaker Steve Pannell of S C Pannell Wines. "I really don't know where Shiraz and Cabernet are going to go. There is nowhere for them to go. It's going to be tougher than I've seen it in my time."

Already grape prices began to decline in the 2021 harvest, with forecasts for increased downward pressure in 2022. "There will come a time when there is a significant shock on the demand side as a consequence of the China situation, which will flow right through the system to the growers," Clark warns.

He highlights that commercial entry-level wine is particularly sensitive to global supply and demand, and that inland regions are especially susceptible.

"The realignment of markets and trading relationships will likely take several years to play out and the value per litre Australia generates from markets replacing China may be less favourable, so we may face oversupply challenges and less reward throughout the supply chain over the coming years," forecasts Richie Vandenberg, CEO of Limestone Coast Wines, one of Australia's 20 largest wine exporters by value, and supplier of The Hidden Sea label and supermarket brands.



DOMESTIC DEMAND FOR PREMIUM

Another factor that mitigated the impact of the acute decline in Chinese exports was a surprise leap in domestic demand for fine wine in the wake of the pandemic. Australia has fared relatively well in the midst of coronavirus and its lockdowns have been comparatively short-lived. With international borders shut tight for 15 months (and counting), a surplus of discretionary spending has fuelled unprecedented domestic demand for premium wine from both on- and off-trade. To facilitate social distancing, cellar door tastings have been transformed en masse from traditional free-of-charge, stand-up format to sit-down, paid, tutored tastings. Cellar doors reaped the benefits as guests took a greater interest in their wines, stayed longer and purchased more bottles.

For all that this wild year has thrown at them, the optimism, adaptability and resilience for which Australian winemakers are known has again flourished in the face of adversity. "I've seen vine pulls, the rise and fall of the UK, USA and now China," reflects Hongell. "China was our third attempt as a country at getting it right, and we thought we were succeeding, with the highest prices paid per litre, not just value offerings. But all markets reset in time and we adapt."



UK SUCCESS STORY

The big success story for Australian wine exports has been the UK, up 38% in value to AUS\$461m and up 23% in volume to the equivalent of 352 million bottles in the 12 months to March 2021. This solidified the country's position as Australia's number one export market by volume, overtaking the US to assume number two position behind China by value. The average value increased by 10% to the highest level in a decade.

"The UK remains a strong market," says Wine Australia's Clark, "off the back of our retail presence, where we have been number one for 20 years." However, he is quick to highlight that the opportunity for premium Australian wine in the UK is relatively small compared with China and the US.

Vandenberg of Limestone Coast Wines considers the UK by far the least profitable market. "But the prospect of a tariff-free, quota-free UK-Australia trade deal has strengthened hopes that the UK will fill the void left by China and reduce the cost of wine for British drinkers," he says.

The reality of a Free Trade Agreement (FTA) between Australia and the UK moved a step closer in June with the prime ministers of both countries confirming that a deal will be done though with much detail still to be thrashed out. Wine is currently the single biggest agricultural export from Australia to the UK and Australian exporters are expecting an easing of export requirements and removal of tariffs will help offset some of the losses following Australia's current trade split with China.

"The realignment of markets and trading relationships will likely take several years to play out"

Richie Vandenberg,
Limestone Coast
Wines



Value:



TREND WATCH: WINES THAT SAVE OCEANS

Two recent launches are working with clean-ocean charities to raise money and awareness. Australian label **Hidden Sea** works with the ReSea Project to remove and recycle 10 plastic bottles from oceans and rivers for every bottle of wine it sells. They aim to remove 1 billion single-use plastic bottles by 2030. The range of four wines – Chardonnay, Sauvignon Blanc, Shiraz and a rosé – are grown in limestone vineyards, home to the fossilised whale that appears on every bottle.

Meanwhile **Coastal Reserve** works with Plastic Oceans Europe (*see details on plasticoceans.org*), donating 20p per bottle sold to the non-profit organisation, which promotes change in consumer behaviour, corporate and public policy on single-use plastics. The range includes a French Sauvignon Blanc, Spanish Merlot and Pinot Grigio Rosato from Italy. Look out for the vegan-friendly wines in restaurants and bars.

These new labels join **Sea Change**, launched in 2019, which supports ocean conservation through partnerships with key ocean and marine charities. The eco-friendly, sustainable range includes a Provence rosé, Prosecco and the Dolphin label Chardonnay and Negroamaro from Puglia, which are both available at Amazon UK. All three brands are also vegan.





Magazines Trade & Overseas

Yellow News...

Client: Kingsland Drinks
Source: Drinks Retailing News
Date: 02/07/2021

Keyword: The Hidden Sea
Page: 18
Reach: 9000
Size: 1011
Value: 3862.02



A greener approach

The Co-op is ambitious in its desire to be a business at the forefront of sustainable retailing, and this has inspired the drinks team to look at a number of planet-friendly initiatives.

Sonya Hook speaks with the Co-op's head of drinks, Simon Cairns, to find out more

The Co-op announced recently that it aims to sell fully carbon-neutral own-brands by 2025, as part of its ambitious climate plan to achieve net zero carbon emission by 2040. Simon Cairns, the Co-op's head of drinks, says there is "absolutely" a desire from the Co-op's customer base for more planet-friendly products and practices and this has encouraged the retailer to look closely at its own brands. But, he says, it is important these items don't come with a premium price tag.

He says: "The intention from our point of view is that we have set a clear ambition with our own brand, but we follow that up with discussions with our branded partners as well. "I don't want to set suppliers an impossible challenge and that's why we want to go on the journey ourselves. We want to try to take a bit of leadership in this space and for the benefit of our suppliers as well, because ultimately it is a goal that we as an industry share."

Cairns: "Clear ambition"

KANTAR MEDIA

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Magazines Trade & Overseas

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The Co-op has never been solely focused on cost, Cairns says, because it has always had other considerations such as Fairtrade, One Foundation or other initiatives it supports, but this list of "other considerations" is now growing.

He says: "I would like to think that, when we are choosing the partner to work with, we will have considerations around whether or not they are helping businesses to reduce carbon or carbon offsetting, or whether or not they are using recycled packaging, or whether or not it is biodegradable packaging."

"I do think it is not just about being solely focused on cost as a buyer anymore; there are so many other facets that are important to the customer as well and we have to consider all of those things, but at the same time we still have to offer a great product and great value and it is finding that roadway through it."

For the drinks sector, Cairns says the most obvious challenge when thinking about sustainability is that the packaging weight is directly associated with carbon consumption.

He says: "As an industry, over the years we started to see heavier and heavier packaging, because we have instilled in customers the belief that a heavier bottle equates to a better-quality product. Changing some of that mindset is quite an interesting challenge."

"At the same time, customers now quite rightly say they don't want plastics used in the same way they were previously. If it was just a question of taking weight out of our supply chain, we probably would look at whether we could switch from glass to plastic, but then the plastic we use would have to be recyclable and we then still must have that conversation with the customer to let them know that it is 'good' plastic, and that the reason for the change is about packaging weight."

"But there are brands out there that are looking at things in a different way. We have a brand on the shelf at the moment [Banrock Station] which is in a recycled PET flat bottle, which, from a shipping perspective, makes really efficient use of the space, but it is also a far lighter bottle. Sales are reasonably good, but quite honestly it is a lone voice at the moment."

"We need to make a bigger splash as an industry to show we are absolutely going down this route and that it is the right route. I am not saying the flat bottle is the only answer. I think we need to really consider the best options and how you can make change with some scale behind it."

PACKAGING FORMATS

The Co-op will also be exploring more bag-in-box and canned drink options.

He says: "There are options we need to explore thoroughly while also thinking about how customers want to shop in the convenience channel or via Deliveroo. Is there a better option than moving around a glass bottle if you are going to be delivering it on the back of a bicycle? It's that kind of thinking which gives us permission to explore different packaging options."

Organic wine is another consideration for the drinks team when looking at sustainability, and this is an area where the retailer is already starting to gain traction.

Cairns says: "I would love to get to a stage where we can



We need to make a bigger splash as an industry to show we are absolutely going down this route and that it is the right route

SIMON CAIRNS

champion more organic production because it is a sustainable way of producing a crop. The good news is that the organic wines we have brought in have started to perform well. Demand is growing but there is more we can do from an education point of view. We need to explain what it means to be organic and why it is a good choice to make."

"The viticulturalists and winemakers I have met who have moved to organic methods are so passionate. They must be really committed to switch to organic because, on the face of it, there is a lot of risk. I think we [as retailers] have got a responsibility there to support this for the longer term."

The drinks team is also looking more closely at products that support sustainable initiatives.

In 2019 for example, the retailer joined forces with Taylor's port to fund a reforestation project in the Douro Valley. Last year it teamed up with Firegooder and Robinsons Brewery to launch an exclusive beer to help fund clean water development projects in Africa.

The Firegooder Foundation is on a mission to use the power of craft beer to bring clean drinking water to 100,000 people in developing countries, which Cairns says is "a great initiative."

He says: "Another one is Toast Ale, producing beer from bread that would otherwise go to food waste. We have just brought some spirits in with a similar ethos called Discarded. There is some good innovation with Hidden Sea Chardonnay. For me it is where, as a retailer, we can start to make a difference."

"We need to make a bigger splash as an industry to show we are absolutely going down this route and that it is the right route. I am not saying the flat bottle is the only answer. I think we need to really consider the best options and how you can make change with some scale behind it."

Collaboration projects with suppliers, but potentially with the wider industry too, are important, he notes.

"If we all sit in isolation and come up with our own individual solutions to the problem, it will take us a lot longer and it won't be as consistent from a customer perspective."

"If we are a bit more open and working collaboratively about the shared challenge that we have as a drinks industry, then actually we will get somewhere far quicker with a collective voice which resonates more clearly with our customer. Otherwise you are back to the flat bottle, which is great, but unless you are an incredibly well-meaning customer it is just an isolated product on shelf."

"Customers want to see change in this space. I think very quickly it will become an absolute ask of our customers and if we are not proactive in this space, we are just not doing the right thing by them."



We earn a commission for products purchased through some links in this article.

9 best rosés under £10, that actually taste nice

Because summer has got to start sometime

by STACEY SMITH  JUL 8, 2021



The Hidden Sea recently launched in the UK and has pledged to remove 10 plastic bottles from the ocean for every bottle sold — just in time for Plastic Free July! So far they've already cleaned up over three million bottles, and with your help they reckon they could do one billion by 2030. With notes of red apple and creamy apricot, we're happy to do our bit.

8

BEST ECO-FRIENDLY ROSÉ

The Hidden Sea Rosé



sainsburys.co.uk

£9.00

BUY NOW



Apple Podcasts Preview



Justin Moran is the serial entrepreneur and most recently co-founder of 'The Hidden Sea Wine'. The company is aiming to remove 1 Billion plastic bottles from the ocean by 2030 and is currently at 4 million. We discuss; the idea behind The Hidden Sea, office book clubs, books for building brands, discipline, how you can really help clear plastic from the ocean, and much more.



SHOP SMART



with **RUKI SAYID**
and **TRICIA PHILLIPS**

Return of grill power

If you've had to put your barbie parties on the back burner, now is the time to get fired up as National Barbecue Week is in full swing.

The weather's still a mixed bag but with two big sports finals on Super Sunday – Wimbledon and Euro 2020 – there's a reason

to get the covers off. But if your kit is looking a little worse for wear, there's no need to panic.

We've tracked down deals on all you need, from the barbecue itself to the food and drink, so you won't burn a hole in your pocket.

Now, together after us: "I'm a barbie girl..."



Rikton table top
rgos, was £150,
30 **SAVE: £20**



ter Weavers
ster apron,
elm, was £20,
16 **SAVE: £4**

memaster
-piece
rbecue set,
back Burn

BOOZE

Heineken premium lager
(12x330ml), Asda £10 or
three for £21 **SAVE: £9**

Kopparberg mixed fruit
cider (12x330ml), Tesco,
£11.50 or £10 with
Clubcard **SAVE: £1.50**

The Hidden Sea rose
(75cl), Sainsbury's, was
£9, now £7 **SAVE: £2**

Wolf Blass Yellow Label
Chardonnay (75cl),
Morrisons, was £8.50, now
£6.50 **SAVE: £2**

Freixenet Italian
sparkling rose (75cl),
Waitrose, was £12, now £9
SAVE: £3

Burra Brook Sauvignon
Blanc (75cl), Marks &
Spencer, was £7, now £6
SAVE: £1










ÄDLA DRYCKER



Piña Colada i dildertappning

Nu lanserar Somersby en egen tolkning av den klassiska sommardrinken Piña Colada med smak av fruktig ananas och tropisk kokos.

Artnr: 1401
Pris: 16,90 kr.
Land: Sverige



Alexandre Bonnet Grande Réserve Brut

Champagnen har toner av äpplen, brioche, vita blommor och citrusfrukt. Utmärkt till fisk, skaldjur eller att dricka som den är, både till vardags och fest.

Artnr: 7555
Pris: 305 kr.
Land: Frankrike



Alexandre Bonnet Perle Rosé Brut

Perle Rosé Brut har en torr, nyanserad och mycket frisk smak med inslag av skogshallon, smultron, kex och blodapelsin. Passar perfekt som en somrig aperitif men även till fisk, skaldjur och kyckling.

Artnr: 7471
Pris: 309 kr.
Land: Frankrike



Rhubarb Smash

40 ml Koskenkorva Rhubarb
30 ml Citronjuice
10 ml Sockerlag
10 Myntblad
Skummad äggvita

Mät upp alla ingredienser i en shaker. Skaka hårt och sila ned i ett kylt glas med is. Gamera och servera.

Koskenkorva Rhubarb

Koskenkorva Rhubarb är välbalanserad och frisk, gjord på färska rabarber och granatäpple. Naturlig smak av rabarber i härlig kombination med juicigt granatäpple.

Artnr: 50380
Pris: 149 kr.
Land: Finland



The Hidden Sea Rosé

Ett fantastiskt rosévin på Bag-in-box från vindistriktet South Australia med ett lika fantastiskt mervärde. Varje såld box bidrar nämligen till att rensa världshaven från plast genom ett samarbete mellan Giertz Vinimport, producenten och ReSea Project.

Artnr: 605108
Pris: 219 kr.
Land: Australien



Xanté Elderflower & Pear

Xanté Elderflower & Pear är en uppfriskande och innovativ kombination av söta päron och blommig fläder, som kopplar an till vår kärlek för fläder i Sverige.

Artnr: 50388
Pris: 169 kr.



The best rosé wines to enjoy this summer

Our expert panel tasted 27 rosés to bring you the best for 2021



BY [STACY SMITH](#), [MELANIE SIMON](#) AND PRODUCTS TESTED BY THE GOOD HOUSEKEEPING INSTITUTE

12

These also passed...

Freixenet Italian Rosé 75cl,

11.5% ABV, £10.95, **78/100**

Sainsbury's Taste The Difference

Fronton Negrette Rosé 75cl,

12.5% ABV, £6, **78/100**

Mas de Longchamp Rosé

Alpilles 75cl, 12.5% ABV, £9.90,

77/100

The Hidden Sea Rosé 75cl, 12%

ABV, £7, **77/100**

ASDA Extra Special Pinot Grigio

Rosé 75cl, 12% ABV, £6, 75/100

Harvey Nichols Cotswolds Pinot

Rosé 75cl, 12% ABV, £16.50,

75/100

Oxney Organic Rosé 75cl, 12%

ABV, £17.77, **75/100**

Sea Change Provence Rosé 75cl,


13% ABV, £16.99, **75/100**

Château Léoube 'Secret de

Léoube' Rosé 75cl, 13.5%,

£32.50, **74/100**









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THE INDICATOR FROM PLANET MONEY


Australian Wine: Political Football

July 14, 2021 - 2:02 PM ET

DARIAN WOODSSTACEY VANEK SMITH

9-Minute Listen

+ PLAYLIST



VISION HOUSE PHOTOGRAPHY/VISION HOUSE PHOTOGRAPHY

We at *The Indicator* and *Planet Money* are looking for our fall and winter intern for 2021/2022! It's paid, and you can do it remotely from anywhere in the US. [Apply here.](#)

Trade wars are not always about trade. China was once the largest market for Australia's thriving billion-dollar wine industry. And while that Aussie shiraz is as jammy as it's ever been, a souring relationship between the two governments has had a souring effect on trade as well.

The Australian government has been vocal against China in recent years, ranging from territory disputes to human rights concerns. And it was Australian Prime Minister Scott Morrison's call to investigate the origins and initial spread of COVID-19 in China that added fuel to the fire.





Soon after, China said it was investigating adding huge tariffs against Australian wine, which it claimed would be to prevent dumping. This is the story of an Australia winemaker who didn't really think geopolitics would affect him — until it did.

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The Hidden Sea wines | Photo source The Hidden Sea

Innovation > Sustainability > Wine brand promises to recycle 100 plastic bottles for every pledge signed

WINE BRAND PROMISES TO RECYCLE 100 PLASTIC BOTTLES FOR EVERY PLEDGE SIGNED

 SUSTAINABILITY

The pledge will last for the month of July and the brand has also committed to removing 1 billion plastic bottles from the ocean by 2030

Spotted: Australian wine brand, The Hidden Sea, has promised to remove and recycle the equivalent of 100 plastic bottles with each "Plastic Free July" pledge signed on their website.

By signing the pledge, customers agree to "to avoid buying products wrapped in plastic as much as possible. To reduce the amount of single-use plastic products I use every day. To be more aware of the impact that plastic is making on the health of our oceans and rivers; and to support companies that are working hard to make a quantifiable, tangible positive impact on our environment".

For The Hidden Sea, "business as usual" means that with each bottle of wine sold, they remove and recycle 10 plastic bottles from the ocean.

The intuitive forms part of an ambitious goal set during July 2020 of removing 1 billion plastic bottles from the ocean by 2030. Since then, they have removed over 3 million plastic bottles and during the month of May, alone, The Hidden Sea removed over 1 million plastic bottles from the sea. To be precise, the company removed 1,322,610 single-use plastic bottles from the world's oceans, equating to 20,044 kilos (or 45,200 pounds). Since July 2020, they have removed over 3 million plastic bottles.

According to the Hidden Sea, the process is fully verified through their partner project ReSea, an ocean waste collection

agency certified independently by third party Det Norske Veritas (DNV GL). This allows them to trace plastic from oceans and rivers all the way back to the location where it was recovered.

Justin Moran, Hidden Sea co-founder told Springwise that "I was inspired to be part of the solution, not the problem, by my overwhelming belief that we need to protect our planet. It's not only my belief but it's backed up by research that our ocean is the sickest part of our planet."

For customers, each bottle of The Hidden Sea comes with a custom QR code to transparently track the plastic removed with each purchase. With this, the company hopes to define a new standard for ocean plastic clean-ups.

According to the company, recycling varied depending on the quality of the plastic collected. On average, 45 per cent of collected plastic goes to fuels, another 45 per cent is recycled and returned to ReSea's parent company OWP and 10 per cent is said to be so bad that it needs to go into landfill.

Written By: Katrina Lane

Explore more: [Food & Drink innovations](#)
[Sustainability innovations](#)

19th July 2021

Website: thehiddensea.com

Contact: thehiddensea.com/pages/contact-us

Takeaway:

At least 8 million tons of plastic end up in the oceans every year. By now, we all know that this is a problem because marine species ingest and get trapped by plastic debris and that plastic pollution directly threatens food safety, human health, coastal tourism and contributes to climate change. Whilst removing plastic from the ocean and tracing it back to source is important, fundamentally there is a need to tackle the amount of unnecessary plastic production and waste that is generated every day.

f t in

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Five Ways to reduce plastic consumption

This Plastic Free July, Justin Moran from [The UnBottleable Wine](#) - which removes 10 plastic bottles from the ocean every time someone buys a bottle of its' wine - gives his Top 5 Tips to reduce plastic consumption.

Justin Moran, co-founder of The [UnBottleable Wine](#) says; "Of the 6.3 billion tonnes of plastic produced since its invention in the 1930s, only 9 per cent has ever been recycled...Many might look at this statistic and think... 'other countries'. Sorry to disappoint, but over 60% of all our plastic waste is shipped off to developing countries...The UK is the 2nd largest producer of plastic waste on the planet. We're only beaten by the United States. It's a disgrace."



- Stop using single use plastic's altogether! Demand your retailers change. So obviously bring your own bags. Buy [fresh fruit and veg](#) which are loose in supermarkets, rather than pre-packed in plastic wrappers. Fruit and vegetables come with natural wrapping already.
- Seek out alternative (reuse) delivery models for every day household products. Soaps, laundry detergent, shampoos etc. Companies similar to [loosebottle.co.uk](#).
- Don't buy water in plastic bottles! Remember bottled water companies don't produce water, they produce plastic bottles. this is a simple way to reduce plastic consumption.
- Do not support take out restaurants that serve food in single use plastic. Eat in or bring your own containers.
- Buy eggs in cardboard boxes, rather than plastic boxes.

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A Greener Approach

By Sonya Hook 130 July 2021

The Co-op is ambitious in its desire to be a business at the forefront of sustainable retailing, and this has inspired the drinks team to look at a number of planet-friendly initiatives. Sonya Hooks speaks with the Co-op's head of drinks, Simon Cairns, to find out more:

The Co-op announced recently that it aims to sell fully carbon-neutral own-brands by 2025, as part of its ambitious climate plan to achieve net zero carbon emission by 2040.

Simon Cairns, the Co-op's head of drinks, says there is 'absolutely' a desire from the Co-op's customer base for more planet-friendly products and practices and this has encouraged the retailer to look closely at its own brands.

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Digital Edition

The latest digital edition can be found [here](#).

There is some good innovation with Hidden Sea Chardonnay. For me it is where, as a retailer, we can start to make a difference.

"What I say to the buyers is, it is great if you can find a good product that people enjoy consuming, but even better if you can find a product that is also actually helping to bring about positive change. That's what we are trying to do, particularly as the Co-op is community-led."

Collaboration projects with suppliers, but potentially with the wider industry too, are important, he notes.

"If we all sit in isolation and come up with our own individual solutions to the problem, it will take us a lot longer and it won't be as consistent from a customer perspective."

"If we are a bit more open and working collaboratively about the shared challenge that we have as a drinks industry, then actually we will get somewhere far quicker with a collective voice which resonates more clearly with our customer."



FASHION JOURNAL

LIFE

28.07.2021

Where to find Australia's best sustainable alcohol



IMAGE VIA @NOTWASTED_/INSTAGRAM
WORDS BY MAGENTA PORTER

Environmentally friendly beers,
wines and spirits.

The Hidden Sea

The Hidden Sea is so much more than just a good drop of vino – with every bottle of wine sold, the company pledges to remove ten plastic bottles from our oceans and rivers. Its grapes are grown on a unique vineyard site in South Australia, that has an ancient whale fossil buried beneath it, contributing to the richness and fertility of the soil of the plot. The company aims to remove 1 billion single-use plastic bottles from the ocean by 2030. This goal, combined with their range of sustainable practices, makes a Hidden Sea wine one of the most guilt-free glasses you'll ever devour.

thehiddensea.com



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KINGSLAND DRINKS AND THE HIDDEN SEA CONTINUE OCEAN CLEAN UP MISSION DURING PLASTIC FREE JULY

Posted by FrancescaGaffey | Jul 31, 2021 | Environment | 0 : : : : : :

Irlam's Kingsland Drinks and Australian wine brand The Hidden Sea, stocked in Sainsbury's and Co-op, have taken over 63,000 plastic bottles out of the ocean this Plastic Free July as the brand doubles down on its goal to remove one billion by 2030.

Consumers have pledged to reduce plastic waste via The Hidden Sea website as the wine brand continues its mission to restore the ocean. To date, The Hidden Sea has removed over four million plastic bottles from the ocean.

Justin Moran, co-founder of The Hidden Sea, says: "The UK is the second largest producer of plastic waste on the planet, beaten only by the United States. It's a disgrace. Plastic Free July is an opportunity for people to make a small change, which will have a huge impact on the planet."

"On average - every adult in the UK uses 175 plastic bottles every year. If people just made one slight change to the kind of products they buy, collectively that is literally millions of plastic bottles that won't end up in the oceans each year."

Consumers have been encouraged to make small changes to their plastic use - from shopping with retailers that use paper bags, using take-aways that don't use plastic containers to using reusable drinking bottles.

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Kingsland Drinks And The Hidden Sea Continue Mission To Restore The Oceans During Plastic Free July

By Francesca Gaffey - 29 July 2021

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The Hidden Sea co-founder Justin Moran pictured in the ocean

Irlam's Kingsland Drinks and Australian wine brand The Hidden Sea, stocked in Sainsbury's and Co-op, have taken over 63,000 plastic bottles out of the ocean this Plastic Free July as the brand doubles down on its goal to remove one billion by 2030. Consumers have pledged to reduce plastic waste via The Hidden Sea website as the wine brand continues its mission restore the ocean. To date, The Hidden Sea has removed over four million plastic bottles from the ocean.

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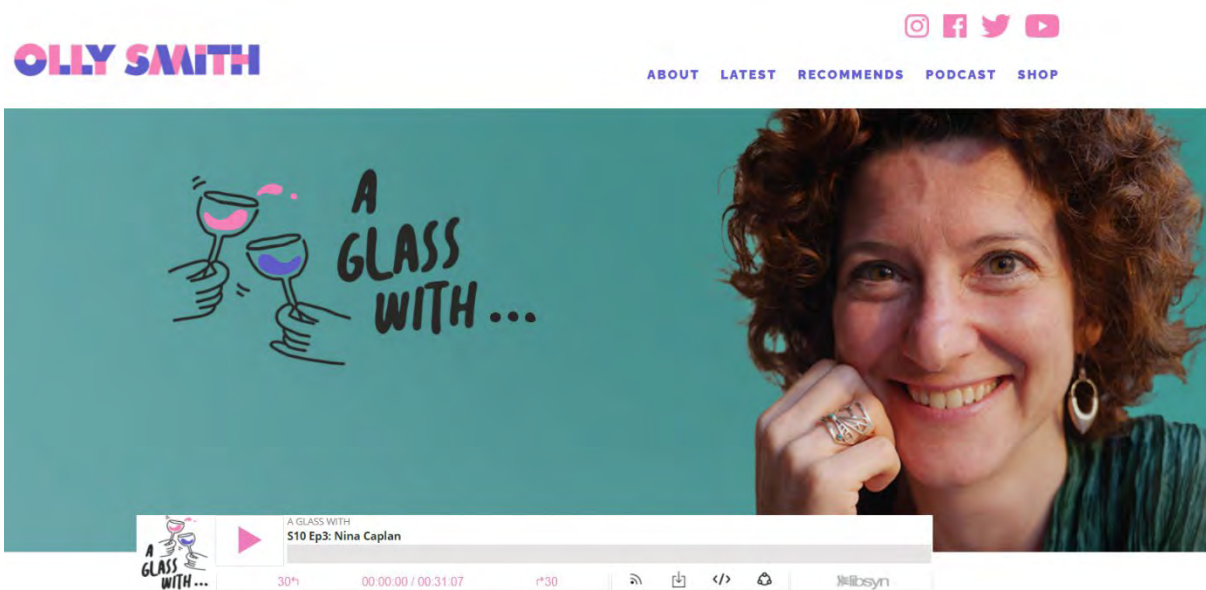
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4 August 2021 | **A Glass With Nina Caplan (Olly Smith Podcast)** (UK)



NEWS

The week in pictures

06 AUGUST 2021

By Christian Smith

This week in the world of drinks: The Hidden Sea Wine removed over 63,000 plastic bottles from the ocean in July as part of its billion bottle removal pledge, UK importer Indigo Wine releases No Man is an Island wine to raise money for hospitality action, and St James bar appoints a new head bartender.

The Hidden Sea Wine, backed by Sainsbury's and the Co-op, removed more than one million plastic bottles from the ocean in July, as part of its wider pledge to remove one billion bottles by 2030. To date, the brand has removed over four million bottles from the ocean.



The Hidden Sea co-founder Justin Moran pictured in the ocean.

The Hidden Sea Creates Waves With Delicious Australian Wine

by Jeremy Webb

Published 9 August 2021 at 09:35



I don't think anyone who reads our magazine is unaware of the horrendous issue of plastic pollution. Wherever possible, we try to educate through our stories, which is why we chose to write about The Hidden Sea wine company who are fighting back against plastic infesting the Oceans.

This article is not telling you about the wine produced by the Australian company The Hidden Sea. The brand is fighting back against pollution caused by plastic entering the sea. A worthy cause their ethos is an excellent excuse to buy wine from this new Vineyard for me and all at Luxurious.

The Hidden Sea Name

Twenty-six million years ago, South Australia's incredible Limestone Coast was covered by a vast ocean, home to a thriving marine ecosystem. Dramatic ice ages caused the sea to recede, leaving the area rich with deep limestone deposits containing majestic marine fossils. Ancient mineralised relics, and an extensive collection of marine life, now lay buried beneath the alluvial soils of this World Heritage site.



One relic of this was the fossilised remains of an ancient whale which contributes to the rich, fertile soil in their Vineyard. It also has somewhat of a hidden superpower as it acts as a unique, natural filtration system making it perfect for growing the grapes used in their award-winning wines.

Retired Australian Football League star Richie Vandenberg and Justin Moran co-founded The Hidden Sea to create a brand that empowers its customers to make change happen with every purchase.

Richie said, "This is not another drinking moment. This is a movement. We make premium wine for people with a social conscience, who want to change the world for good."

SEARCH LUXURIOUS MAGAZINE



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The Hidden Sea is on a mission to take single-use plastic out of the sea. For every bottle of wine sold, ten bottles of plastic are removed from the ocean. The brand's co-founder Justin Moran believes that the only way to stop plastic going into the sea is to stop buying plastic. Single-use plastic is part of our throwaway culture, and this has to change.

Justin said, "Nine per cent of plastic is recycled. Many might look at this statistic and think... 'other countries.' Sorry to disappoint you, but over 60 per cent of the UK's plastic waste is shipped to developing countries. The UK is the second-largest producer of plastic waste on the planet—beaten only by the United States. It's a disgrace."

The ocean waste plastic clean-up is done in partnership with ReSea Project—a community-driven Danish company operating in Indonesia, a significant recipient of plastic waste from countries worldwide. The ReSea Project pays local workers a rate more than 75% higher than the set minimum wage in Jakarta—significantly raising their standard of living to remove the plastic.

The Hidden Sea has already drawn over 4 million plastic bottles from the ocean and is on track to take One billion plastic bottles out of the sea by 2030.

Justin added, "On average, every adult in the UK uses 175 plastic bottles per year. If people made just one slight change to the kind of products they buy in their weekly shop, it could save millions of plastic bottles from entering the ocean every year."

"When consumers stop buying single-use plastic, the industry will have to reassess how it sells products. Customer behaviour can force companies to innovate, rethink, and source sustainable materials. The power of consumer spending is going to be what drives the change."





Ahead of COP26, which is taking place in Glasgow in November, Justin states, "Governments' need to work together to put a tax on products made from new plastic. This would make recycled plastic more valuable than virgin plastic. Just 20 polymer producers account for over HALF of all single-use plastic waste generated GLOBALLY—and the top 100 accounts for 90%. If just 100 companies made a change to the plastic they used, it would have a massive effect on the plastic pollution problem.

Globally, we need to work towards 100% of plastic packaging being reusable, recyclable, or compostable. In innovation for alternative delivery models, investment is needed, and greater financial input is required in services that collect used plastic packaging and recycle it. Until the world unites to stop plastic ending up in the ocean, we'll continue taking plastic out of the ocean one bottle at a time."

I am sure you will agree that Hidden Sea certainly has excellent goals and a great ethos. My colleagues and I wish them well in all their pursuits.

The Hidden Sea Wine – Where and How?

The Hidden Sea remove and recycle ten plastic bottles from oceans and rivers for every bottle of wine it sells. The brand wants to remove and recycle 1 billion single-use plastic bottles from the ocean by 2030. It's an ambitious goal, but the sea doesn't need half-measures. For more information, please visit <https://thehiddensea.com>.

For more articles, reviews and guides on wines, please click [here](#).





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THIS MONTH

and pumps up its new wings to allow them to dry and stiffen before taking to the sky. The process takes between one and three hours. After all the time invested in reaching its adult form, a dragonfly's life on the wing is brief, lasting just a few weeks.

Ben Keywood, from Sheffield Wildlife Trust, says: "They are a successful dynasty of insects, with predecessors stretching back 300 million years. "Dragonflies



the size of small cars were flying in the skies at the same time that dinosaurs roamed the earth.

"Being able to distinguish dragonflies from damselflies is relatively easy. Generally, damselflies rest with wings up, while

dragonflies appear stockier and rest with their wings down. I particularly enjoy the experience of a hawk dropping down from above, presumably using those huge eyes to investigate me or patrol its patch. If you want to help dragonflies, install a pond in your garden and reduce or eliminate the use of toxic pesticides. With insect numbers in real trouble across the country, we can all do something to help."

For the best places to see dragonflies, please visit wildlifetrusts.org

CANDIS LOVES...

Wine drinkers can now enjoy their favourite tippie while helping to save the planet at the same time. As well as being delicious, for every bottle sold The Hidden Sea removes ten plastic bottles from the ocean – with the aim of removing **ONE BILLION** by 2030. The Hidden Sea has already removed over 1.6 million bottles since last summer! Sauvignon Blanc and Rosé both £9, Sainsbury's; Chardonnay £8, Co-op.



SEPTEMBER SUNDRIES...

Look out for the full Harvest Moon on **20 SEPTEMBER**, so called because moonrise starts soon after sunset, resulting in unusually bright moonlight from early evening.

On **22 SEPTEMBER**, the sun is directly above the equator, marking the exact time of the autumnal equinox here in the northern hemisphere.

In the UK, **26 SEPTEMBER** is the most common birthday for people born in the past 20 years (that's exactly nine months after Boxing Day!).



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AWARDS

People's Choice Spirits Awards launches video brand category

If we all had a pound for every time we were told the "story" behind a particular brand, wine or spirit then we would not have to work at all. But there is a big difference between how interesting, relevant and captivating a product story might be. Then there's the skill in how you actually tell that story. Which is what the People's Choice Drinks Awards 'Story Behind The Label' competition is all about. The chance for brands, and drinks companies entering the awards, to also tell the story behind their liquid in its video competition which is being opened up to the spirits sector for the first time this year. Here's what spirits brands have to do to enter and why The Buyer is delighted to be the main category sponsor for both the wine and spirits categories.

By Richard Siddie · Share this...
August 11, 2021

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CONSORZIO DI TUTELA BAROLO BARBESCO ALBA LANGHE E DOGLIANI

The Story Behind the Label competition, in partnership with The Buyer, has proved a popular category to win in the **People's Choice Wine Awards** which is why it has been extended to cover **spirits for the 2022 awards**. The wine video competition opens in October.

How good are you at telling a story? Are buyers and customers waiting on every word as you explain how your particular spirit came to be and just why they need to list it in their particular store or restaurant?

Well whether you are a good raconteur or not this is an opportunity to showcase your brand in a way that might bring it to the attention of a whole new audience.

The People's Choice Spirits Awards is opening up the Story Behind the Label video competition to any brand or business that is entering products into the main drinks categories this year. What's more it's free to enter and, like the wine competition, a shortlist of four videos will be selected to be shown as part of the main awards ceremony with invited guests asked to vote for their winner.



2021 Winner: Hidden Sea



The vegan wine brand removing plastic from our oceans

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Hidden Sea Wine has one, pretty simple mission: to remove plastic from the ocean. "We are not creating another drinking moment, we are creating a movement," they say.

The brand launched in 2015. Co-founder Justin Moran got into the wine industry a few years earlier – and it was by chance. While selling another business, he was presented with an opportunity to get involved with a dormant facility in the Limestone Coast in Australia. "I thought it'd be a cosy winery, but it was everything but that," he tells Smiley News. "I had a passion for food and wine, but that didn't drive me – it was the opportunity that did."

Alongside his partner Richie, Justin wanted to develop a wine brand with a purpose – one where customers could feel part of something bigger than themselves. In the early days, it was more of a passion project, he says. But Justin and his team had always given back to ocean projects, such as Lonely Whale and Project Zero.

[Read More: [How millets can save the environment](#)]

However, he wanted more. Justin wanted to know exactly what was happening with the money Hidden Sea was donating to these projects. "I wanted to know the tangible impact the business could make," he says. In early 2020, they started working with the [ReSea Project](#), a community-driven Danish company operating in southeast Asia where much of the plastic waste generated by the developed world is shipped.

"We did all our due-diligence," he says, "we wanted to make sure that before we shared more about our work with them, everything was done to a high standard and the impact we were making was quantifiable."

In July 2020, the brand launched its new message: for every one bottle sold, they would remove (and recycle) the equivalent of 10 plastic bottles out of the ocean. The goal? To remove one billion bottles from the ocean by 2030.

So far, Hidden Sea has removed the equivalent of 5.5 million bottles – that's 100,000 kilos of plastic. And now, they're chuffed they can directly show the impact their business is making.

[Read More: [Seaweed is vital in the climate crisis](#)]

Each bottle has a QR code that you can scan, so you can see exactly where plastic has been removed, the number of bottles, and the stories behind it.

"It was hard to get that tangible change until we met ReSea," says Justin. "We couldn't track with certainty. But now, we have a simple yet sophisticated operation. People understand what we stand for and they buy into the movement."

In the UK, the brand is in Sainsbury's, Co-op, and in Asda from next month. With Hidden Sea, you can get Shiraz, Chardonnay, Pinot, Sauvignon, and a rose.

Everyone can relate to the environment, says Justin, but not everyone can relate to wine. Perhaps this is why Hidden Sea has such an engaged customer base. "People come up to me with passion about our brand because of why we do what we do," he says.

"Ultimately, our goal is to make the next generation's life that little bit better. We have a responsibility as a business to make a difference and do good."

"Oh," adds Justin, "and the wine is delicious."

Find out more about [Hidden Sea Wine on its website](#).





Get *this!*

We're loving a whole host of sunny must-haves this week

 <p>OFF THE SCALE Crossbody bag Kate Spade £325</p>	 <p>FEELING BLUE La Galeria Elefante dress AND/OR at John Lewis & Partners £195</p>	 <p>TURNING THE TIDE The Hidden Sea Rosé Sainsbury's £9</p> <p>For every bottle sold, The Hidden Sea removes the equivalent of 10 plastic bottles from the oceans</p>	 <p>HOT DROPS Earrings Lavish by Tricia Milaneze at Wolf & Badger £120</p>
 <p>CLEAR AS DAY Session vodka & soda Two Days Drinks £30 for 12 cans</p>		 <p>HEAD START Hat Levi's £35</p>	

BEACH BREAK



Host a hibiscus *high tea*



These floral-inspired glazed scones from **Maria Zika** are sure to tickle the fancy of any alfresco garden guests

These lemony scones are glazed with vivid fuchsia icing, the beautiful natural colour of which comes from dried hibiscus flowers – or a hibiscus tea bag. Choose any fresh fruit you love for this board; a combination of a few different fruits will look the most visually striking. Serve up, dig in and pair up your platter with your choice of boozy beauties to the right.

Glazed scones

SERVES 8

GATHER UP:

- 50g granulated sugar
- 1 lemon
- 250g all-purpose flour
- 30g wholewheat flour
- 1½ teaspoons baking powder
- ½ teaspoon fine sea salt
- ¼ teaspoon baking soda
- 115g unsalted butter, very cold and cut into 8 pieces
- 180ml very cold heavy cream, plus more as needed
- 1 teaspoon pure vanilla extract

Hibiscus glaze

- 1 tablespoon dried hibiscus flowers (aka flor de jamaica) or 1 hibiscus tea bag
- 125g icing sugar, sifted
- Pinch of fine sea salt

Barely whipped cream

- 240ml heavy cream
- 2 teaspoons confectioners' sugar
- 1 teaspoon pure vanilla extract

To serve:

- Good-quality berry jam
- Fresh fruit (such as cherries, nectarines, and apricots)

1 Heat the oven to 400°F (200°C). Line a baking sheet with parchment paper. In a small bowl, combine the granulated sugar and the finely grated zest of the lemon (save the zested lemon for the glaze.) Using your fingers, rub the zest into the sugar until fragrant, for about 1 minute.

2 In a large bowl, stir together the all-purpose flour, wholewheat flour, baking powder, salt, and baking soda. Add the lemony sugar to the bowl and stir to combine. Add the butter and using your fingertips, rub the butter into the mixture until there are no butter pieces larger than a pea.

3 Pour in the cream and vanilla. Stir with a wooden spoon to form a crumbly dough. If the dough is too floury and won't come together, add more cream 1 tablespoon at a time, until it just barely holds together.

4 Turn it out onto an unfloured surface and knead quickly to bring the dough completely together. Fold it in half onto itself, as if you were closing a book, then pat and shape the dough into a circle that is 1 inch (2.5 cm) thick.

5 Using a large knife, cut the dough into 8 triangles and transfer them to the prepared baking sheet. Bake the scones for 15 to 20 minutes until lightly browned around the bottom edges. Transfer them to a wire rack to cool.

6 Make the glaze by squeezing the juice from the reserved zested lemon into a small saucepan. Add the hibiscus flowers (or the tea bag, if using) and warm gently over medium heat until the flowers impart their fuchsia color to the lemon juice.

7 Once the lemon juice is hot, you can remove the pan from the heat and let the hibiscus steep until the colour is pronounced; about 5 minutes of steeping should do the trick. Strain into a small bowl and discard the flowers (or tea bag).

SPIRITUAL LIVING

5 SPIRITS TO SERVE

Put the spirit back in spiritual! We love these inspired new tipples



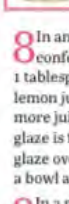
Add some Pinkster Gin Jam to your scones. £6.50, pinkstergin.com



Commune with the moon with Aluna coconut rum, £24.95, alunacoconut.com



Be an eco-warrior with vegan Hidden Sea Sauv Blanc, £9, sainsburys.com



Drink mead like our Celtic ancestors with Acacia Honey Wine Mead, £15, honeyheaven.co.uk



Add a spice drop to your cocktail with Chai Spices Craft Gin, £20, holylama.co.uk

8 In another small bowl, combine the confectioners' sugar and salt. Stir 1 tablespoon of the hibiscus-infused lemon juice into the sugar. Gradually add more juice, 1 teaspoon at a time, until the glaze is thick but pourable. Drizzle the glaze over the cooled scones or serve it in a bowl alongside.

9 In a medium bowl, whisk the cream, confectioners' sugar and vanilla by hand or using electric beaters until the cream thickens and holds very soft, floppy peaks.

10 Assemble by transferring the barely whipped cream to a serving bowl and place it on a platter next to the scones. Spoon the berry jam into a small serving bowl and set it alongside with any desired serving utensils. Arrange the fresh fruit around the other components.

Picky teatimes

Excerpted from *Boards, Platters, Plates* by Maria Zika (Arsaan Books). Copyright © 2021. Photographs by Erin Scott.



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These 7 companies remove plastic from our oceans

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Businesses are giving back in creative ways – from planting trees, to donating money to charity, and [volunteering their staff for the greater good](#).

Another way many companies are [working towards a more sustainable world](#) is through helping remove plastic from our oceans.

Marine plastic can be ingested by species in the water, and there are also issues of suffocation and entanglement. Marine wildlife such as seabirds, whales, fishes and turtles, often mistake plastic for prey, and many die of starvation as their stomachs are filled with plastic debris.

So, there couldn't be a better time for businesses to help with the problem. Here are seven companies doing their bit.

The Hidden Sea

The vegan wine brand collects 10 plastic bottles from the ocean for every bottle of wine bought. So far, Hidden Sea has removed the equivalent of 5.5 million bottles – that's 100,000 kilos of plastic. And now, they're chuffed they can directly show the impact their business is making. [Read more about the brand with our Smiley News interview](#).

Lick Paint

Lick has teamed up with 4ocean, so for every 2.5 litre paint tin it sells, 4ocean removes 18g of plastic (that's the equivalent of two plastic bottles) from the sea. So far, the company has helped to remove just over five tons of plastic from the sea – just short of 51,000 plastic bottles. [Find out more](#).

Ocean Bottle

When you buy a reusable Ocean Bottle, you're funding the collection of 1,000 ocean-bound plastic bottles in weight. The company works with [Plastic Bank](#), who ensure 11.4kg of plastic will be collected from the ocean for the sale of every bottle. So far, the company has collected nearly 2 million kgs of plastic. [Find out more](#).

Lady B Sportswear

The sportswear platform for women sells products that are made from plastic bottles, fishing nets and other misplaced plastics recovered from the ocean. The vision of the brand is to reuse materials as much as possible to create less waste – it has the mission: "We are fighting pollution through sport", and removes 1kg of plastic per sale. [Find out more](#).

Ocean Beer

The company's mission is simple: to make a craft beer that whoever drinks it, turns into a "planet-saving hero". The company donates 100% of its profits to ocean conservation through the [Ocean Born Foundation](#). Ocean Beer also strives for low waste and sustainable production across all its products, including labels made from 100% recycled materials, bottles made from over 70% recycled glass and all packaging being 100% recyclable. [Find out more](#).

Bagboard

This is a shopping app and smart bag that helps to remove ocean plastic. Available on the App store or Google Play, you can earn rewards to spend on your favourite sustainable brands in a brand new in-app marketplace – just by walking around London (and soon more cities throughout the world) with a connected Smart Bag advertising ethical brands. [Plastic Bank](#) removes ocean plastic on your behalf for each journey. You download the Bagboard app for free on Android or iOS and request a free Bagboard smart bag to be posted to you. [Find out more](#).

Tabby Firefly

This sustainable clothing company has a 'One Tee, One Kg' promotion every three months. This means, for every order made Friday to Sunday, a kilogram of ocean-bound plastic is recovered and recycled – the equivalent of 50 plastic bottles. They count the orders and fund the plastic recovery that's done through their partners at [Plastic Bank](#). This initiative is spaced out with other eco weekend promotions, such as [tree planting](#) and wildflower meadow planting. [Find out more](#).

Image credit: By somavarapu madhavi / Shutterstock



Food & DRINK

Our favourite foodie finds this month, plus turn over for a Mexican feast

3 WAYS WITH... *beetroot*

The earthy yet sweet flavour of beetroot is a winner

For a tasty dip, place 2 cooked and chopped beetroot, 1 can of chickpeas and 2 cloves of garlic in a food processor. Blend until ground. Add the zest and juice of 1 lemon, 3 tbsp tahini, 2-3 tbsp olive oil, ½ tsp ground cumin and a pinch of salt, and blend until creamy. Serve with crusties or pitta.

For a delicious salad, preheat the oven to 200°C, then put 250g cooked beetroot, 1 tbsp oil and a drizzle of balsamic onto a roasting tray and season. Roast for 15 mins until caramelising, then add 100g goat's cheese round for a few minutes to soften. Make a dressing with 3 tbsp oil, 2 tbsp balsamic and season. Pour half over a bag of mixed leaves and ½ chopped cucumber in a bowl. Serve the salad with the roasted beetroot and goat's cheese, drizzle with dressing and sprinkle with toasted walnuts.

To make beetroot brownies, preheat the oven to 180°C and grease and line a square tin. Put 200g chocolate and 100g butter in a bowl over a pan of simmering water, stir until melted then leave to cool slightly. Add 3 eggs, 1 tsp vanilla extract, 200g caster sugar and mix. Add 100g sifted self-raising flour, 25g cocoa and 300g cooked, grated beetroot. Stir well, spoon into the tin and bake for 30 minutes. Once cool, slice into squares.



Photo: Getty Images

THIS MONTH WE LOVE...

Enjoy a glass of wine and help our planet without having to leave your home. On a mission to clean up the world's oceans, The *London Sea* removes and recycles 10 plastic bottles from the sea for every bottle of wine sold. Your summer wine selection is sorted with Rosé, Sauvignon Blanc and Chardonnay on offer. Priced from £8, available at Sainsbury's.



NUTTY NIBBLES

Serial snackers, this one's for you! Whether you're watching a movie or on the go, Belazu's crunchy nut mixes are sure to satisfy your savoury cravings. And the best part is the seasoning – choose from Luxury Truffle and Pecorino, Rose Harissa, and Smoked Chilli. You'll be at the bottom of the tin before you know it! Priced from £3.95 at Waitrose and Belazu.com.



Try me...

For a less hangover-inducing tangle, try LUXLO. The juniper-based spirit is only 20% ABV, so it's gentler on the head, and there are four refreshing tastes to choose from: Citrus, Blood Orange, Pomegranate & Raspberry, & Tonic. Priced at £30 from luxlospints.com



Eat me...

Whether you like classic bread or toasts with a twist, Jason's has you covered. Its new range of slow-cooked sourdough is available in three delectable flavours: The Great White, Majestic Malted and the Mediterranean-inspired Olive & Basil. Ladings of butter, eggplant, but highly aromatic! Priced from £2 at Ocado



Buy me...

Love iced coffee and white chocolate? Well, you're in luck. Arctic Coffee has combined the two in its ready-to-drink White Chocolate iced coffee, with delicious results! Cool and creamy, it's sure to satisfy any mid-afternoon coffee craving. Priced at £1 for a 330ml carton at Tesco



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TOM PARKER BOWLES & OLLY SMITH



YOU MAGAZINE'S BRILLIANT RESTAURANT CRITIC AND WINE EXPERT

DRINKS: Ollie's organic and ethical picks

Wine should always taste delicious and if it does something virtuous too, so much the better. Fairtrade wines are socially responsible. Employee-owned projects such as my wine of the week are worth considering, along with wineries saving rare grape varieties. Organic wines are on the up, while canned wine packaging is said to be infinitely recyclable. And I salute projects such as Hidden Sea – dive in.



WINE OF THE WEEK

**MULLINEUX
GREAT HEART
RED BLEND 2019**
(14%), £14.99,
Waitrose.
This red blend is
employee-owned,
ethically inspired
and world class.
Gorgeous.



**FAIRTRADE
CHENIN
BLANC**
(12%),
£4.80,
Co-Op.
This bargain
zinger
supports
community
projects in
South Africa.



**CASTELLORE
ORGANIC
PROSECCO**
(11%),
£7.99, Aldi.
Organic
bubbly
that's a
magical
melon-and-
tangerine
fruit-fest.




**MASSERIA
PIETROSA
VERDECA 2020**
(12.5%), £8.25,
Morrisons.
A scrumptious
rare local
Italian grape
thriving in the
hands of a
cooperative
winery.



**HIDDEN SEA
SAUVIGNON
BLANC 2020**
(12%), £9,
Sainsbury's.
Delicious
Sauvignon
Blanc
removing
and recycling
plastic from
our oceans.

SCOTT M. DIA





Native plants,
seeds & more!

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The Hidden Sea wine backs epic voyage to investigate effects of plastic pollution and climate change in unexplored areas in the North Atlantic

Eco Voice | August 27, 2021 | Reply

Australian wine brand with a conscience – **The Hidden Sea** – has partnered with award-winning **GroundTruth Productions** film company to collect new data on climate change and micro plastics in areas not yet explored by humans. Findings will be used by scientists to try and tackle the issue of climate change.

This ground-breaking expedition sees six women of varying expertise set sail from Iceland to Greenland through the world's most remote and extreme weather conditions that have never before been accessed by boat – accessible only now due to the melting sea ice. The whole 2-week journey will be captured in a cinematic documentary film that will bring to life the enormity of climate change.


The team set sail from Reykjavik on 12 August and have since travelled across the north Atlantic Ocean to arrive at the bays of Cape Farewell on the southern tip of Greenland, before turning inland through the intricate systems of fjords. They then travelled up the western coast of Greenland before arriving at Nuuk this week.

Co-founder of The Hidden Sea Justin Moran said: "Supporting this expedition ties directly into The Hidden Sea's clear purpose – to remove plastic from the ocean. We expect the team to find micro plastics that have made their way to the most remote part of the world, and we need everyone to wake up to this destruction of our planet," he said.

"The Hidden Sea and the ReSea Project work together to remove plastic from the ocean, but we need people to understand that plastic doesn't belong in the sea; we have to stop using our ocean as a dumping ground. Plastic pollution is not a case of out of sight, out of mind. It should be on all of our minds.

"A conversation about how we can all make a meaningful change to how we live is needed urgently – as a society, we have to take responsibility for our actions and understand the huge damage we are doing before it's too late to reverse. I'm excited to be working with the team on this significant expedition and documentary – together we can make positive changes."

The Hidden Sea empowers consumers to make a tangible difference in the world, without the need to change their lifestyle. For every bottle of wine sold, the Hidden Sea work with the ReSea Project to remove and recycle 10 x plastic bottles from the ocean. Since July 2020, The Hidden Sea has removed over 5 million single-use plastic bottles from our oceans and waterways and are on track to achieve their ultimate goal: To take 1 billion plastic bottles out of the ocean by 2030.





Retail Times be inspired

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Hidden Sea Wine partners with GROUNDTRUTH Global to collect data on climate change and micro plastics

Published on 27/08/2021 by Fiona Briggs in Sustainability Time



The Hidden Sea Wine has partnered with the award-winning GROUNDTRUTH Global company to collect new data on climate change and micro plastics in areas that have never before been accessed by boat. Findings will be used by scientists and revealed to the wider audience through a cinematic documentary film.

Acclaimed British polar explorer and Antarctic scientist Felicity Aston MBE was joined by 5 other women to undertake this extraordinary exploration.

Sophia Scott, GROUNDTRUTH co-founder, said: "We welcome the support of like-minded people and organisations like The Hidden Sea who are actively seeking to be part of the solution as they help to place the plastic problem in the consciousness of consumers and retailers. Together we can raise awareness of how everyone has a role in how much plastic is used and discarded every year."

Setting off from Reykjavik on August 12th, the team have sailed across the north Atlantic Ocean to arrive at the bays of Cape Farewell on the southern tip of Greenland before turning inland through the intricate systems of fjords then up the western coast of Greenland before arriving at Nuuk on Monday 23rd August.

Using advanced technologies, Team UMIAQ are collecting new data on climate change and micro plastics in areas that are only accessible now due to the melting of sea ice – directly caused by climate change. The team are also testing GROUNDTRUTH's newly innovative and exclusive hardware and textiles created by a combination of recycled plastics and nanoparticles containing solidified atmospheric CO₂ captured from the air. GROUNDTRUTH, along with their innovation partners Expedition Air and Polycore Solution, aim to create long lasting products that have a true circular carbon footprint while helping to reduce the global plastic pollution crisis.

Justin Moran, co-founder of The Hidden Sea, said: "Supporting the expedition to Greenland ties directly into The Hidden Sea clear purpose – to remove plastic from the ocean. We expect the team to find micro plastics in the most remote part of the world, an area only now accessible via boat due to the melting of glaciers. We need the world to wake up to the destruction of our planet. The Hidden Sea and the ReSea Project work together to remove plastic from the ocean, but we need people to understand that plastic doesn't belong in the sea and that we must stop using our ocean as a dumping ground. Plastic pollution is not a case of out of sight, out of mind. It's should be on all of our minds.

"A conversation about how we can all make a meaningful change to how we live is needed urgently – as a society we have to take responsibility for our actions and understand the huge damage we are doing before it's too late to reverse. I am delighted to be working with the team on this important expedition and documentary – together we can make positive changes."

To find out more about The Hidden Sea and its partnership with ReSea to remove plastic from the ocean please visit – <https://thehiddensea.com>





Hidden Sea plastics: Wine brand The Hidden Sea has partnered with Groundtruth Global to collect data on climate change and micro plastics in areas “never before accessed by boat”. The findings will be used by scientists and revealed to the public through a documentary.





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The Hidden Sea, Orora develop sustainable pack

By Colleen Bate | 1 September 2021

in
Twitter
f
+

In keeping with its 'wine for good' slogan and partnership with global organisation ReSea Project, Australian wine brand The Hidden Sea has launched two new wine varieties packaged and printed with sustainability in mind. The glass packaging is by Orora, the printing is done by Cutler Brands.

The glass bottles for the new 2021 Chardonnay and 2021 Pinot Grigio wines contain significant recycled content, while the labels for the bottles are printed with organic water-based inks, the colour of which is burned off in the recycle process. The bottles are packaged in 100 per cent sustainable and recyclable cardboard materials and the strapping for the boxes is landfill biodegradable.

Visual appeal is an essential element in distinguishing the wines on shelf, a task that world renowned creative director Jon Contino has well accomplished in creating the illustrations on the wine bottles. A New York native who has worked with some of the biggest global brands in the world, Contino's digitisation of hand lettering reveals the influences of historical New York, contemporary street art, and the lost art of hand-drawn lettering.

The Hidden Sea's co-founder Richie Vandenberg said: "We make wines for people that care, so when someone buys our wine, they are not just satisfying their own immediate needs – but also contributing to something much larger than themselves. And our wines must therefore reflect this trust."



The Hidden Sea glass bottles are manufactured by Orora from a mix of virgin raw materials with significant recycled content

Sustainability is integral to the business practices of Orora, who manufactures the wine bottles from a mix of virgin raw materials with significant recycled content. They're also infinitely recyclable without any compromise on quality.

A large focus for Orora, which follows Good Manufacturing Practices (GMP), is working towards the principles of a circular economy. It is accredited with the HACCP (PAS223 and ISO22000), QH&S (AS/NZS 4801:2001), Environmental Performance (ISO 14001) certifications.

Orora's Gawler glass manufacturing plant in South Australia is a significant user of recycled glass (cullet) in Australia, and the plant currently consumes approximately 80 per cent of cullet derived from the South Australian container deposit scheme.

The company's wine closures are manufactured from aluminium – which contains up to 70 per cent recycled content. Aluminium is 100 per cent recyclable, and requires only 5 per cent of energy used to create virgin aluminium – with no loss of properties or quality during the recycling process.

Biogone's landfill-biodegradable pallet strapping is used to securely bind the 2 x 6 wine packs together. As with all The Hidden Sea's landfill-biodegradable products, the straps can be recycled with other soft plastics.

"To have removed over five million plastic bottles from the ocean since July 2020 is something we are so very proud of. It gives us the drive to keep doing what we do and set even bigger goals for the brand. Here at The Hidden Sea, we're not creating another drinking movement; we're creating a movement," said Justin Moran, co-founder of The Hidden Sea.



Labels featured on Hidden Seas' wine bottles are printed in organic water-based inks by Cutler Brands and the colour is burned off in the recycle process



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THE WISH LIST: FATHER'S DAY

The Wish List

WISH LIST

Can you believe that September is finally here! Spring and sprung and with it comes every dad's favourite day of the year, the one where we celebrate them and give thanks for everything they did for us – but year after year it seems that dad's everywhere are left feeling like that present you got them didn't quite hit the mark – and yes it is the thought that counts but to avoid any disappointment I have done you the favour of creating a list of things dad is sure to love, use and celebrate with so you can relax and online shop before his big weekend!



The Hidden Sea limited edition Tawny Port available from Sep



FEMALE
.com.au

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The Hidden Sea Tawny Port Packs

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Win one of 2 x The Hidden Sea Tawny Port Packs valued at \$98.00 each.

The Hidden Sea has just launched their **Father's Day Gift Pack** which includes a limited-edition Tawny Port. Deliciously sweet, rich and full of flavour, this Tawny Port has notes of raisin, fig, dried fruits and hazelnut.

And the best part?

For each Father's Day Gift Pack sold, The Hidden Sea will remove and recycle 50 plastic bottles from the ocean! Since July 2020, The Hidden Sea has removed over 5 million single-use plastic bottles from our oceans and waterways thanks to sales, bringing them closer to their ultimate goal: removing 1 billion plastic bottles by 2030.

The gift pack (RRP: AUD \$98) also includes:

1. 2 x bottles of Shiraz
2. 1 x bottle of Chardonnay
3. 1 x bottle of Pinot Grigio
4. 1 x frosted-black stemless wine glass (first 30 orders only)

For more on the range visit <https://thehiddensea.com/>





FASTA NYHETER

Sommarens godaste nyheter

I juni släpps en laddning nya viner i Systembolagets fasta sortiment. Allt om vinsvinprover har gått igenom utbudet - här är guiden till de bästa köpen.

VINPROVER: ANDRÉAS GRUBE OCH GUNILLA HULTGREN-KARELL

MOUSSERANDE

Till fisk & skaldjur eller som apéritif - ladda dricka

BLÅA KÖP

2020 Haderkoush Sparkling Chenin Blanc, nr 7050 Vinet After Western Cape, Sydafrika
Rubbigt med bländande vit och citrus. Ganska bred och inte alltför söt.

MOUSSERANDE ROSÉ

Till just kött, fågel, ost, dessert eller som dricka

PRISVÄRDA

NV Lur Red Road (B) Ladd, nr 2278 Gertzi Vinimport Mendoza, Argentina
Lätt mousserande, lite vass rymd och mjukt, med en smula karamell.

RENA KRISPIGA VITA

Till fisk & skaldjur eller som dricka

BLÅA KÖP

2020 La Petite Maison Cuvée Blanc d'Or d'Alsace, nr 3007 Ladda Vinet Langendorn-Rousillon, Frankrike
Cuvée de viner med lite sötme och lite frukt. Ladda med en smula karamell och lite frukt.

2020 Cuvée d'Alsace Sauvignon Blanc, nr 2548 Ladda Vinet Fruk, Italien
Aromatisk med frukt av citrus, lite frukt och lite sötme. Aromatisk med lite frukt och lite sötme.

2020 Aquella Sauvignon Blanc, nr 2280 Ladda Vinet La Mancha, Spanien
Frukt, aromatiskt med lite sötme och lite frukt. Ladda med en smula karamell.

2020 Aquella Sauvignon Blanc, nr 2280 Ladda Vinet La Mancha, Spanien

Frukt, aromatiskt med lite sötme och lite frukt. Ladda med en smula karamell.

2020 Aquella Sauvignon Blanc, nr 2280 Ladda Vinet La Mancha, Spanien

Frukt, aromatiskt med lite sötme och lite frukt. Ladda med en smula karamell.

TRE GLADA ÖVERRASKNINGAR

2020 Schiefer Riesling Feinherb, nr 7955, 149 kr
Härlig aromatik för Mosel med blanda och lite sötme. Ladda med en smula karamell.

2020 Saint-Amour Empreinte d'Amour, nr 2449, 169 kr
Ladda med lite sötme och lite frukt. Ladda med en smula karamell.

2020 Antikola, nr 2658, 139 kr
Ladda med lite sötme och lite frukt. Ladda med en smula karamell.

MATROSÉ

Till fågel, just kött, stekt/grillad fisk/skaldjur, sallader, pasta, minirätter mm

BLÅA KÖP

2020 Monte Araya Rosé (Biogeo del Medo), nr 2025 Vinet Riga, Spanien
Fruktig och lite sötme. Ladda med en smula karamell.

PRISVÄRDA

2020 La Garenne Rosé (Les Caves de la Garenne), nr 2994 Ladda Vinet La Garenne, Frankrike
Fruktig och lite sötme. Ladda med en smula karamell.

2020 The Hidden Sea Road (Limestone Coast Wines), nr 6052 Gertzi Vinimport, nr 2025 Ladda Vinet South Australia, Australien
Rika, lite fruktig, lite sötme och lite frukt. Ladda med en smula karamell.

2020 The Hidden Sea Road (Limestone Coast Wines), nr 6052 Gertzi Vinimport, nr 2025 Ladda Vinet South Australia, Australien

Rika, lite fruktig, lite sötme och lite frukt. Ladda med en smula karamell.

2020 The Hidden Sea Road (Limestone Coast Wines), nr 6052 Gertzi Vinimport, nr 2025 Ladda Vinet South Australia, Australien

Rika, lite fruktig, lite sötme och lite frukt. Ladda med en smula karamell.



Why we're all drinking more Australian wine – and the best bottles to buy

Comfort brands like Hardys and Yellow Tail are excellent value, but there's so much more to try



Chardonnay and Australian viognier are all soaring in popularity CREDIT: RUBY MARTIN

By Victoria Moore, Wine correspondent

9 SEPTEMBER 2021 • 11:30 AM

Why do you think the events of the past year (or two) have increased our thirst for Australian wine? In the past financial year, there's been a 23 per cent rise (by value) in imports of Australian wine into the UK, taking us

Here's a clue: it's not Brexit. Or rather, Brexit is partially responsible – but only because many agents brought a chunk of imports forward to bypass any delays caused by the transition. The main reason was the closure of bars, pubs and restaurants through repeated lockdowns; this laid bare an interesting quirk in the way we choose wine from Down Under.



Win one pair of tickets to the fifth Test, England vs India

Sponsored

When it comes to Australian wine we operate on a two-speed system: we're more likely to choose it to drink at home than in a restaurant.

"Australia has a 22 per cent share of the off-trade and is the leading country by a large margin, whereas in the on-trade it lies in third place behind Italy and France," explains Laura Jewell, general manager of Wine Australia for the UK and Europe.

The Hidden Sea Sauvignon Blanc

(2020 South Australia, Australia (12%, Sainsbury's, £9))

Aussies always used to grumble that no one was interested in their sauvignon blanc because New Zealand cast such a long shadow, but they seem to be doing pretty well at the moment. I like the calm citrus notes of this one, and Hidden Sea pledges to remove 10 plastic bottles from the ocean for each bottle sold.

Bird in Hand 'Two in the Bush'

(Chardonnay 2020 Adelaide, Australia (12.5%, Tesco, £14))

Bird in Hand is a very successful family winery in South Australia. Note the alcohol in the wine; we're not looking at a blowsy, pineapple 14%-er here but a cooler, fresher model. The feel is rounded, with the soft nuttiness of cashew nuts and a swish of orange zest bringing it to a mouth-watering close.

Try these



Pizzini Pietra Rossa King Valley

(Sangiovese 2018 Australia (14%, the Wine Society, £18))

Australia is still experimenting with sangiovese. The grape works well here but has a tendency to lose some of its texture, the crenellations and edges that make it such an interesting grape. What I like about this wine is that, while it's plusher than most sangiovese from Chianti, it smells like the real thing.



Which Wine?

Our expert Diana Thompson chooses the best bottles for you



The Hidden Sea Rosé, South Australia, £7, Sainsbury's

A perfect Rosé for all year round, plus every bottle sold results in plastic bottles being removed from the sea.



M&S Found, País, Chile, £9, Marks & Spencer

A deliciously different wine for many. País is one of Chile's oldest grape varieties and worth looking out for.

This has lovely ripe damson and morello cherry characters with welcomed soft tannins.

It'll be a perfect match with the spice and sweetness of the chicken wings.

**WWW.WINEEVENTS
SCOTLAND.COM**



Errazuriz Merlot, £9, Tesco

Great value, great wine, all in all a classic Chilean Merlot to enjoy.



WINES OF THE WEEK



Bird in Hand 'Two in the Bush' Chardonnay 2020
Adelaide, Australia
(12.5%, Tesco, £14)

Bird in Hand is a very successful family winery in South Australia. Note the alcohol in the wine; we're not looking at a blowy, pineapple 14%-er here but a cooler, fresher model. The feel is rounded, with the soft nuttiness of cashew nuts and a swish of orange zest bringing it to a mouth-watering close.

CALM
CITRUS
NOTES



The Hidden Sea Sauvignon Blanc 2020
South Australia, Australia
(12%, Sainsbury's, £9)

Aussies always used to grumble that no one was interested in their sauvignon blanc because New Zealand cast such a long shadow, but they seem to be doing pretty well at the moment. I like the calm citrus notes of this one, and Hidden Sea pledges to remove 10 plastic bottles from the ocean for each bottle sold.



PLUSHER
THAN A
CHIANTI

Pizzini Pietra Rossa King Valley Sangiovese 2018
Australia (14%, the Wine Society, £18)

Australia is still experimenting with sangiovese. The grape works well here but has a tendency to lose some of its texture, the crenellations and edges that make it such an interesting grape. What I like about this wine is that, while it's plusher than most sangiovese from Chianti, it smells like the real thing.



Salford make plastic pledge as club looks to be force for change

By Cam Pattison September 13, 2021 0



Today, the Salford Red Devils pledged to reduce their use of plastic.

This change was prompted by the success of Plastic Free July when the club's stars were inspired to join this crusade and reduce their plastic consumption by the efforts of Kingsland Drinks. The Salford wine-merchant and the official club sponsor has recently partnered with The Hidden Sea which works to remove 10 plastic bottles from the ocean for every bottle of wine sold. The club now intends to support The Hidden Sea and the ReSea Project which is only the second organisation in the world to be certified to remove plastic from the ocean and rivers.

In their statement, the club noted that on average adults in the UK use 175 plastic bottles per year whilst 60% of our plastic waste is shipped off to developing countries exacerbating the problems they face and the issue of plastic pollution.

Salford stars Andy Ackers and Rhys Williams more than encouraged the club's decision to follow in the footsteps of their club sponsor. Hooker Ackers said: "We all need to be more aware of what happens to our plastic waste. There are many great organisations like ReSea and The Hidden Sea Wine who are working together to remove plastic waste from the ocean. We can all do our bit by reducing the amount of plastic we use."

Meanwhile, Williams, who raised the profile of the club with a spectacular long-range try against Leeds at Wembley last season, echoed these views: "No matter how small the change is in your plastic consumption – it will make a difference. Swapping a plastic coffee cup for a reusable cup will mean that your annual plastic usage will drop significantly."

Salford will help The Hidden Sea's alongside fellow partners Sainsbury's and Co-op as they look to remove 1 billion bottles from the ocean by 2030.

Speaking about Salford's support, The Hidden Sea co-founder Justin Moran said: "It's really great to get the support of the Red Devils – it's so easy for fans and supporters to follow in their footsteps to make a change to how they use plastic. Whether it's swapping plastic egg cartons for cardboard ones, taking reusable shopping bags to the supermarket rather than buying more plastic to take plastic home... simple actions can help combat this huge global crisis."

Here are his top tips for reducing plastic consumption:



ABOUT

HOME CATEGORIES ABOUT MEDIA PACK GUEST F

Red Devils pledge reduce plastic waste

By Nigel Barlow - September 20, 2021








Salford Red Devils, has pledged to reduce its plastic use – as The Marine Conservation Society's Great British Beach Clean begins with over 400 beach clean ups taking place across the UK.

The team was inspired to take a look at their collective plastic consumption by the efforts of local Salford-based wine merchant, Kingsland Drinks, which has partnered with The Hidden Sea – a leading ethical wine brand that removes 10 plastic bottles from the ocean for every bottle of wine in consumers' hands.

The average adult in the UK uses around 175 plastic bottles every year – and is the second largest producer of plastic waste on the planet, beaten only by the United States. With 60% of the UK's plastic waste is shipped off to developing countries the plastic pollution problem is growing and action needs to be taken.

Andy Ackers, Hooker at Salford Red Devils said; "We all need to be more aware of what happens to our plastic waste. There are many great organisations like ReSea and The Hidden Sea Wine who are working together to remove plastic waste from the ocean. We can all do our bit by reducing the amount of plastic we use."

ReSea Project is the second organisation in the world to be certified to remove plastic from the ocean and rivers. It's clean-up process ensures the highest level of traceability, meaning that the reclaimed plastic from oceans and rivers can be traced all the way back to the location where it was recovered.

he plastic waste recovered from oceans and rivers is sorted,

Rhys Williams, Winger at Salford Red Devils said from ; "No matter how small the change is in your plastic consumption – it will make a difference. Swapping a plastic coffee cup for a reusable cup will mean that your annual plastic usage will drop significantly."

The Hidden Sea Wine, backed by UK retailers such as Sainsbury's and the Co-op, has taken over took over 6.5 million plastic bottles out of the ocean to date, as it moves towards its goal to remove 1 billion by 2030.

Justin Moran, co-founder of The Hidden Sea said; "It's really great to get the support of the Red Devils – it's so easy for fans and supporters to follow in their footsteps to make a change to how they use plastic. Whether it's swapping plastic egg cartons for cardboard ones, taking reusable shopping bags to the supermarket rather than buying more plastic to take plastic home... simple actions can help combat this huge global crisis."

Justin's Top Tips for reducing plastic consumption are –

Stop using single use plastics altogether! Demand your retailers change. So obviously bring your own bags. Buy fresh fruit and vegetables which are loose in supermarkets, rather than pre-packed in plastic wrappers. Fruit and vegetables come with natural wrapping already.

Seek out alternative (reuse) delivery models for everyday household products. Soaps, laundry detergent, shampoos etc. Companies similar to loopstore.co.uk

Don't buy water in plastic bottles! Remember bottled water companies don't produce water, they produce plastic bottles.

Do not support take out restaurants that serve food in single use plastic. Eat in or bring your own containers.

Buy eggs in cardboard boxes, rather than plastic boxes.





RICHIE VANDENBERG
THE HIDDEN SEA



The Hidden Sea FOOD HEROES

MAKING A DIFFERENCE TO OUR WORLD

SAINSBURYSMAGAZINE.CO.UK

Hi Justin. The Australian wine brand that you've founded, The Hidden Sea, pledges to remove and recycle 10 plastic bottles from oceans and rivers for every bottle of wine that it sells, with the ambitious target of removing 1 billion bottles by 2030. How does it work?

We partner with a company called the ReSea Project. Every time we sell one six-bottle case of wine, we [pay them to] remove one kilo of plastic – the equivalent of 60 water bottles. Most of the collection is through Southeast Asia, predominantly Indonesia. (About 60% of plastic waste in the UK gets shipped abroad – and a lot of it goes to Indonesia.) ReSea collects the plastic by hand and delivers it to processing plants. It's sorted into different categories, which are recycled and used for fuels. Some does end up back in landfill, but that's because the plastic is so badly broken down by that stage.

What inspired you and co-founder Richie Vandenberg to focus your efforts on ocean health?

We saw it as a natural link to our back story. Our vineyards lie in the southern part of South Australia, which was once covered by the Great Southern Ocean some 26 million years ago. After a series of ice ages, the ocean retreated, leaving fossilised limestones – which provides great filtration for vines. It was a natural connection for us to protect what remains – and that's our environment. It's been estimated that by 2050 there could be more plastic in our oceans than fish; I think that's alarming for all of us.

The Hidden Sea takes a lot of other sustainability measures, from

composting winery waste to using organic ink on its bottle labels. Why is this important for you as a food business?

We all have a responsibility to leave what we have in a better place than we found it. What we're finding now with the environment, pollution and over-consumption, is that – as an industry – we need to stand up and say: okay, there is a problem, and if the government's not going to do anything about it, then people like us, who have got the opportunity to do the right thing and lead, should do it.

The wines are produced on the Limestone Coast in South Australia – a place known for its prestigious wine regions. What makes this area so special for vineyards?

It makes great wine because it's easy to grow great fruit. Australia has hot summers, but where we are on the coast we get cool weather coming from the ocean, which cools down the vines. Basically, we get longer ripening of the fruit, which gives us more flavours and aromatics – particularly in our whites. The movement and impact that we're trying to make on the environment is the tough part; making delicious wine is the easy part!

What's your favourite food to pair with The Hidden Sea wines?

In the sauvignon blanc we've got fennel and grassy notes, which go really well with fish. I'm always up for white wine with great quality fish with no spices – let the fish do the talking. For the rosé, just the other day I had it alongside grecchiette with anchovies and broccoli. The rosé cuts through bold flavours like anchovies and garlic beautifully.



The Hidden Sea co-founder Justin Moran



Did you know?

The fossilised remains of an ancient whale sit under the vineyard used for The Hidden Sea's wine. It contributes to the rich, fertile soil and provides a unique filtration system – ideal for growing grapes.



From top: Limestone Coast vineyard; the bottles are designed by artist Jon Collins inside the winery

"The impact that we're trying to make on the environment is the tough part; making delicious wine is the easy part!"

PEOPLE IN FOOD

Find out more

The Hidden Sea was founded in 2015 by Justin Moran and Richie Vandenberg. The brand's sauvignon blanc and rosé wines are both available at Sainsbury's (£9 each for 75cl).

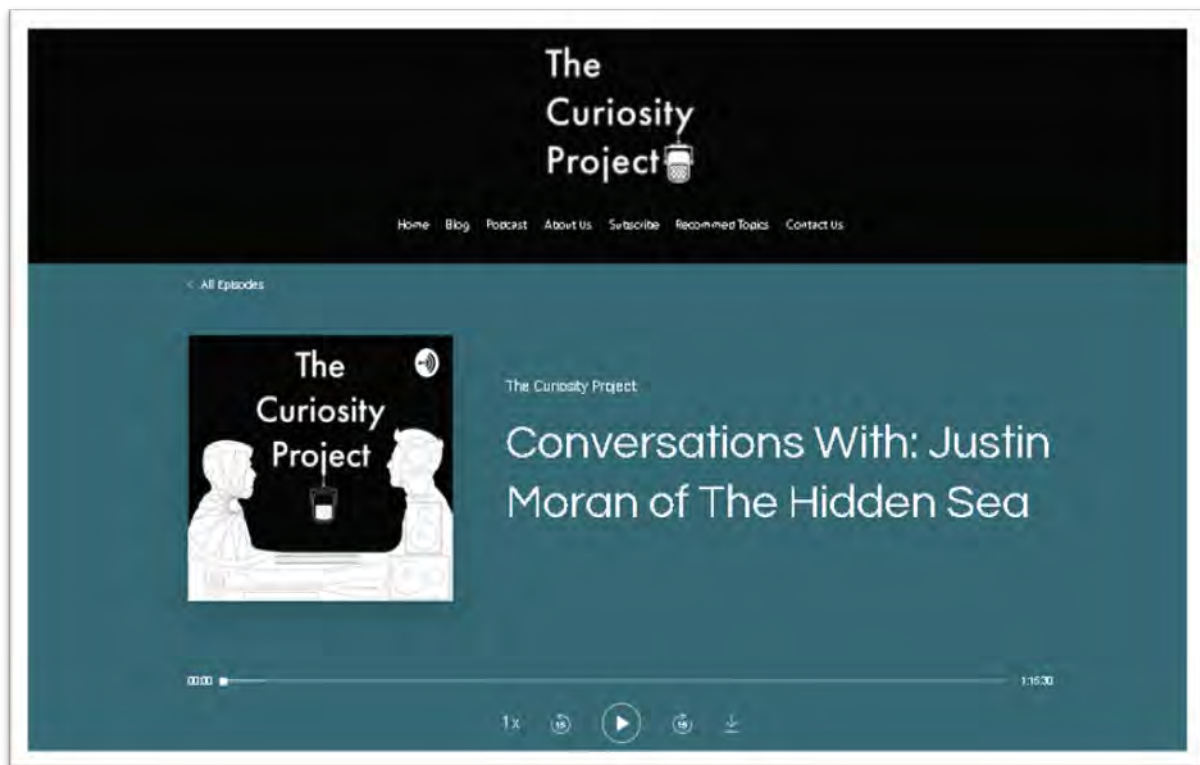


Left: The coastline in South Australia. Right: the region's climate is perfect for grape growing



SAINSBURYSMAGAZINE.CO.UK 35





Omar and Umar | 11/1/2021

Brew a cup a join Omar and Justin for a chat! In todays episode Omar and Justin will be discussing the sustainability state of the drinks world as of right now and the impact that plastic waste and pollution is causing our planet and in particular our oceans. We also learn from Justin what The Hidden Sea are doing as a wine company to help give back to the environment and be as positive as possible!

Check [The Hidden Sea](#) out [here](#)!



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CLUB FIRST, RIGHT CALL

Hawthorn football boss reflects on the biggest decisions in club history



RICHIE Vandenberg has never been one to do anything by halves.

Not on the field as a "line-in-the-sand" type of player, or as the transformational captain who set the culture for a club that would establish a dynasty in his wake.

As the Hawthorn football director, he has been a key player as the club made the astonishing decision to move on AFL supercoach Alastair Clarkson - for a time.

So when Vandenberg's wine brand, Hidden Sea, committed to pulling 10 plastic bottles out of the ocean for every wine bottle sold, he decided to go big.

Working with Danish company The ReSea Project, he has committed to pulling a billion bottles out of the ocean by 2030, with six and a half million already extracted through the first year of sales.

It is in that spirit 44-year-old Vandenberg has joined Steven May, Travis Cloke and Abbey Holmes as a spokesman for the Polished Man 2021 campaign, starting much-needed conversations against child violence.

He will sport a painted blue fingernail for the month to spark discussion, with \$7m to date raised through the social impact mission to be invested into violence prevention and recovery programs for



JON RALPH

children at risk of violence. "It's great that something can be so small yet so recognisable, the blue nail and the team have done such a great job to raise so much money for an important cause," Vandenberg (pictured right) said.

"It's part of a deeper conversation. Even if you look at being a Hawthorn past player and my role on the board, I want to give back to the club that gave me so much."

"It's an extension of becoming involved in things with a higher purpose."

"I am passionate about wine and wanting to clean the ocean and doing more and it's the same with the Polished Man brand."

Vandenberg's 145-game career from 1998-2007 led into a Hawthorn board seat in 2016 as he replaced AFL Commission-bound Andrew Newbold.

He reflected with the biggest decisions in the club's history since it staved off a merger with Melbourne and has charted the way forward

for Sam Mitchell's Hawthorn.

WHY DID HAWTHORN MOVE ON FROM ALASTAIR CLARKSON?

BEFORE Clarkson blew up his succession plan, before the weeks of failed talks on how the succession plan was actually going to work, there was a decision.

For the Hawthorn board, it was a seismic moment that boiled down to this: was Clarkson going to deliver another flag for the Hawks?

The decision not to extend Clarkson's deal past 2022 led to the club choosing Sam Mitchell as the senior coach-in-waiting.

Hawthorn fans still cannot believe the greatest coach of the modern era would not choose his own departure date.

But it is clear the Hawks board that had given him everything - cap space, recruiting targets - since the end of the three-peat felt he had underperformed in that time.

"I think we have got to reflect a bit. It's six years since we won a flag and we have been out in the wilderness for a while," Vandenberg said.

"We showed a bit in 2016 and 2018 and got

into the finals but we couldn't fire a shot and then that starts to raise questions about our direction and our list and what does the future hold?"

"That is the process we have been through, and the performances on the field are plain to see for everyone in the last couple of years."



"The standards we set for ourselves, both from a win-loss perspective but more the way we go about it. We want to get back to being the Hawthorn we were and the Hawthorn we expect to be."

"We feel really comfortable and confident we have the right person to lead that in Sammy as the coach and with Rob McCartney, who has done a fantastic job leading the football department, so we have had a big turnover, but we really feel we have the right people in place now to take us on that next journey."

For Vandenberg, appointed as Hawthorn captain in the first three seasons of Clarkson's tenure, it was an especially difficult decision.

"It was difficult in many senses," he said.

"Certainly from my perspective playing under Clarko and having had a strong relationship with him over many years and seeing what he has been able to achieve."

"Everyone can see what Clarko has been able to do over the years."

"But from that perspective it sort of feels like it was never going to be a good time."

"We felt like we had invested in Sam. It was in the plan and there were no guarantees for him, but we were comfortable with the way the team was set up with Sam at Box Hill and Clarko coaching the senior team, but we needed to make some really strategic changes to the direction we wanted to take - and we needed absolute alignment in the way we did it."

THE ILL-FATED SUCCESSION PLAN

HAWTHORN'S decision to force Clarkson into a succession plan that, in hindsight, looked doomed to fail from the start has been sheeted home to Jeff Kennett's stubbornness.

If the Hawks president was to pay Clarkson for the 2022 season, he might as well get another season out of him while his apparent Sam Mitchell coached Box Hill.

But Vandenberg said the Hawks board was keen to give Clarkson a dignified exit that helped Mitchell's apprenticeship.

He said the club could have spent more time considering whether Clarkson would embrace that role.

"But in good faith - given Clarkson had been so integral in bringing Mitchell back to Hawthorn - they believed the succession plan could work."

"We felt there was

PHOTOGRAPH BY VJ



MONDAY, OCTO

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“It was difficult in many senses ... everyone can see what Clarko has been able to do over the years. But from that perspective, it sort of feels like it was never going to be a good time

RICHIE VANDENBERG



Clockwise from main: Richie Vandenberg with Alastair Clarkson after the 2007 elimination final; Clarkson, Vandenberg and Sam Mitchell talk tactics at training early in Clarkson's reign; Ben McEvoy and Vandenberg at a Clarkson-Mitchell press conference; and Mitchell talks to Hawks players and coaches.

course of his coaching career. Vandenberg had no doubt Mitchell was ready to coach senior football next year and said fans and the club's players would see he had also softened in the same manner as Buckley.

"When you understand his journey as a player and what it took for him, you are a brave man to bet against him," Vandenberg said. "He did it the hard way through Box Hill. He was completely written off. It's a bit like those back pocket coaches. He had to really fight to get there and fight to be a great player.

"When we looked at all the criteria that are important as a senior coach, he ticked all the boxes.

"In his stability, his life, his leadership, his ability to lead teams of people and playing groups, he has got a little bit of an edge to him.

"He has got that hard edge but what is also more understated and not understood outside the four walls of Hawthorn, but he has a lot of empathy as well.

"Everyone has strengths and weaknesses and there are people willing to accept the weaknesses and be willing to do something about it. Sam is absolutely one of those people.

"This is not just now, it's been over the past two or three years. It is basically about standards.

"He sets very high standards for himself and he expects high standards of others. But to lead a big group of people, to coach people,

you have to understand other people, come at it from a different way. Sam understands that. We all saw the transformation in Nathan Buckley, where he learned to let go. When he learned to bring the playing group in. The results spoke for themselves. We truly believe Sam understands that and he has already made a great connection with the playing group.

"He is ready to go. We would have been happy for him to continue his apprenticeship for another year, but I have been in very close contact with him since he got back (to Hawthorn) and he is ready to go. He is absolutely ready to go."

PAYING OUT CLARKSON

VANDENBERG said not enough credit had been paid to Clarkson for his willingness to help the Hawks fully staff their football department despite the club paying out the final year of his deal. The Herald Sun revealed on the day Clarkson departed that the Hawks would pay about \$70,000 of the AFL's football department luxury tax per year after handing Clarkson \$450,000 in each of 2022 and 2023.

"That was a really important part of it all. You bring in a new coach, you cannot compromise your football department," Vandenberg said.

"There are rules in place and at Hawthorn we are very strong around adhering to the rules with TPP (total player

payments) and the soft cap, but this is a unique situation.

"So we were able to work with Clarko to ensure Sam had all the resources he needed to give himself the best opportunity for him to succeed, so there has been no compromises in the footy department, and, as a result we may have to pay some tax."

So Clarkson was keen to ensure the club was fully staffed? "Correct," Vandenberg said.

He said Hawthorn would again turn a profit this year despite the challenges of Covid, which was part of the club's pledge after the merger talks not to let the on-field issues affect the balance sheet.

While the Hawks are likely to be young and untested entering 2022, he said he believed Mitchell and his new coaching team could spearhead an eventual premiership build.

"The exciting thing for us, as was the case this year, is guys like Dylan Moore and Chang-Kungh Jieth and Jacob Koschitzke and Matt Jell Lewis will continue to improve and then we will watch these young, highly talented players we draft come into the group, which will be exciting, and also the way Sam is going to coach the team is going to be really interesting for all of us to watch. So there is plenty of excitement for Hawks fans."

jon.alph@news.com.au

Hawthorn ready to trade up

FROM BACK PAGE

"We are all professionals and we have to make the decisions we think are right for the footy club and, equally, players have to make decisions on what to do with their futures."

"With an understanding of where we are at."

Mitchell has made clear premiership players, including captain Ben McEvoy, Luke Breust and Liam Shiels, would be critical in helping teach the young brigade.

It was reported last week Tom Mitchell was keen to stay at the club after a brilliant finish to the season.

Chad Wingard is also desperate to stay, but the Hawks are aware of the need to secure early picks, as Essendon was able to with picks eight, nine and 10 in the national draft.

Melbourne's premiership triumph with an array of players taken with high draft picks has set up the club for a wide-open premiership window for some time.

Asked if Vandenberg had been part of those discussions with players, he said the football department had spearheaded those conversations.

"I am not directly involved in conversations. Sam and the team have all had those meetings about where we are at, where they fit into our plans, and I won't go into details of the conversations," he said.

"Everyone at the footy club has a really good understanding of where we are at and where they are at individually."

jon.alph@news.com.au

Eagles fly in one-sided SANFL finale

WOODVILLE-West Torrens has won consecutive SANFL premierships for the first time, sensationally thrashing warm favourite Glenelg by 67 points in the grand final at Adelaide Oval on Sunday.

The Eagles, who fielded 10 different players from last year's grand final team, took off on the back of brilliant first quarters from the former AFL-listed Menzies brothers, Daniel and Troy, to open up a three-goal lead, and then ripped the minor premier apart.

With state captain Jack Hayes leading from the front and winning the Jack Oatey Medal as best on field, the Menzies kicking seven goals between them, and a tough, no-nonsense defence restricting the Tigers to only four goals, a game that promised so much turned into a one-sided affair.

The Menzies, and fellow former league footballers Riley Knight (27 disposals, eight clearances, 10 tackles) Tyson Stengle (three goals) and Kobe Muth (26 disposals, 11 tackles, two goals) were all influential. SCOREBOARD, PAGE 41

ANDREW CAPEL

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THE AUSTRALIAN

Tuesday, October 5, 2021 Today's Paper Mind Games


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Inside the Hawthorn succession plan: Why the Hawks moved on from Alastair Clarkson

By RON RALPH
NEWS CORP AUSTRALIA
SPORTS NEWSROOM
35 MINUTES AGO OCTOBER 5, 2021
9 COMMENTS



Ricnie Vandenbergh has never been one to do anything by halves.

Not on the field as a "time-in-the-sun" type of player, or as the transformational captain who set the culture for a club that would establish a dynasty in his wake.


As the Hawthorn football director, he has been a key player as the club made the astonishing decision to make an AFL success coach, Alastair Clarkson — by pulling out creating the club's future.

So when Vandenbergh's wine brand, Hidden Sea, committed to pulling 10 plastic bottles out of the ocean for every wine bottle sold, he decided to go big.

Working with Danish company The BeSei Project, he has committed to pulling a billion bottles out of the ocean by 2030, with six and a half million already extracted through the first year of sales.

It was that spirit 44-year-old Vandenbergh has joined Steven May, Travis Cloke and Ashby Holmes as a spokesman for the #NoBadMum 2021 campaign, starting much-needed conversations against child violence.

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LIVE TRADING DAY
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Hawthorn footy boss Richie Vandenberg says the Hawks have grand plans for the trade period and draft. Picture: Michael Klein



Hawthorn Football Director Richie Vandenberg is an ambassador for the Polished Man 2021 campaign.

He will sport a painted blue fingernail for the month to spark discussion, with \$7m to date raised through the social impact mission to be invested into violence prevention and recovery programs for children at risk of violence.

"It's great that something can be so small yet so recognisable, the blue nail and the team have done such a great job to raise so much money for an important cause," Vandenberg said.

"It's part of a deeper conversation. Even if you look at being a Hawthorn past player and my role on the board, I want to give back to the club that gave me so much.

"It's an extension of becoming involved in things with a higher purpose.

"I am passionate about wine and wanting to clean the ocean and doing more and it's the same with the Polished Man brand."





AFL LEGEND RICHIE VANDENBERG'S WINE BRAND AIMS TO REMOVE 1 BILLION PLASTIC BOTTLES FROM OUR OCEANS | #576



A LITTLE MORE ABOUT THE HIDDEN SEAS FOUNDER RICHIE VANDENBERG ...

Richie Vandenberg is the co-founder of the Australian wine brand, *The Hidden Sea*, which has one simple mission: For every bottle sold, they will remove and recycle 10 plastic bottles from the ocean.

Since hanging up his boots as the former Captain of the Hawthorn Football Club, Richie has dedicated his time to helping clean up the world's oceans.

He doesn't class himself as some kind of environmental warrior ... just someone who's socially aware of the impact us humans are having on the environment, and offering a simple, tangible and quantifiable way of making a positive difference.

We cover plenty of business and marketing ground here, but I think the most interesting part of this chat is around whether all businesses (no matter what their size) should attach themselves to a cause.

You be the judge.



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Booths And Asda List Wine Brand Seeking To Tackle Plastic Waste

26th October 2021

Booths and Asda are backing eco wine brand The Hidden Sea, which removes 10 single-use plastic bottles from the ocean for every bottle of its wine sold.

Kingsland Drinks, the UK distributor for The Hidden Sea Wine, secured listings in Co-op and Sainsbury's stores when the wine brand launched in the Spring. The brand is said to have since proved popular with consumers, wine writers and influencers.

From early November, Booths will list The Hidden Sea Shiraz – the first UK retailer to stock a red from The Hidden Sea – and The Hidden Sea Chardonnay. Meanwhile, Asda will stock The Hidden Sea Sauvignon Blanc from now.


The Hidden Sea's partner is ReSea Project, a Danish organisation committed to removing plastic from the ocean 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.

The Hidden Sea has already removed over 6.9 million plastic bottles from the ocean and are on track to meet its target of removing one billion by 2030.

Justin Moran, co-founder of The Hidden Sea, said: "The plastic crisis is a disgrace and we all need to be part of the solution if we want to live in a world fit to pass onto future generations. The support of Booth's and Asda represent a massive stride towards our very clear goal, to remove single-use plastic from the ocean. Having the brand front and centre of the wine fixture in such respected UK supermarkets means more consumers will be encouraged to stop and think about the choices they are making at the point of purchase."

Pete Fairclough, brand manager at Kingsland Drinks, added: "The Hidden Sea is an incredible brand and one which is relentlessly focused on affecting long term, real change and making a positive difference in the world. It's a bold brand and one which is perfectly placed to attract a new breed of wine lovers to the category; from younger consumers and ones which seek out brands that have conscious, eco-focused agendas to those that are simply looking for delicious wine."

The Hidden Sea is being supported by heavyweight digital, PR and social media campaigns in the year ahead, alongside a drive to recruit online ambassadors for the brand.



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Booths and Asda join The Hidden Sea's mission to remove plastic from the ocean

OCT 26, 2021

Booths and ASDA are backing game-changing wine brand The Hidden Sea, which removes 10 single use plastic bottles from the ocean for every bottle of wine sold.



purchase."

Kingsland Drinks, the exclusive UK distributor for The Hidden Sea Wine, secured Co-op and Sainsbury's as retail partners when the wine brand launched in Spring 2021. The brand has gone from strength to strength in the UK ever since, becoming a favourite amongst consumers, wine writers and influencers.

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The Hidden Sea vineyards are located on the Limestone Coast in beautiful South Australia and were once covered by the Great Southern Ocean. Its mineral deposits have helped give The Hidden Sea's wines a unique flavour profile. The whale depicted on every bottle is a sketch of a fossilised whale found under one of the vineyards, from which the fruit is used to make their wine today.

The Hidden Sea is being supported by heavyweight digital, PR and social media campaigns in the year ahead, alongside a drive to recruit online ambassadors for the brand.



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Kingsland Drinks backs eco wine brand with new listings

By Michelle Perrett

Published: 27 October, 2021

Kingsland Drinks is expanding the reach of eco wine brand The Hidden Sea with new listings in both Booths and Asda.

The brand, which Kingsland Drinks describes as 'game-changing', removes 10 single use plastic bottles from the ocean for every bottle of wine sold.

Kingsland Drinks, the exclusive UK distributor for The Hidden Sea Wine, secured Co-op and Sainsbury's as retail partners when the wine brand launched in Spring 2021. It said the brand has gone from 'strength to strength' in the UK, becoming a favourite amongst consumers, wine writers and influencers.

The news of the eco wine brand comes in the week that COP26 Glasgow, the UN climate change conference is taking place, and Prime Minister Boris Johnson has already said that the world needs to prioritise reducing the use of plastics rather than focus on recycling.

The Hidden Sea's partner is ReSea Project, a Danish organisation committed to removing plastic from the ocean 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.

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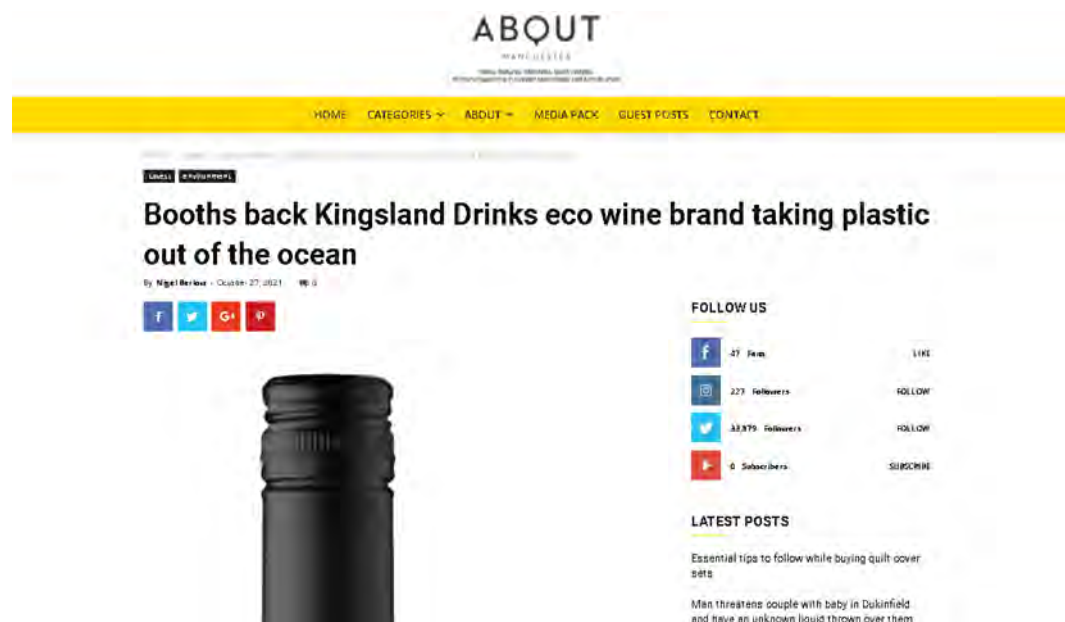
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The Hidden Sea vineyards are located on the Limestone Coast in South Australia and were once covered by the Great Southern Ocean.

Wineries are making commitments to sustainability with Argentinian organic winery, **Domaine Bousquet**, committing to bottling in the UK in a bid to 'substantially' reduce its carbon emissions.





Booths stores across the North of England and ASDA are backing Kingsland Drinks' eco wine brand The Hidden Sea, which removes 10 single use plastic bottles from the ocean for every bottle of wine sold.

Salford-based wine importer and distributor Kingsland Drinks is the exclusive UK distributor for The Hidden Sea Wine. The firm secured Co-op and Sainsbury's as retail partners when the wine brand launched in Spring 2021. The brand has gone from strength to strength in the UK ever since, becoming a favourite amongst consumers, wine writers and influencers.

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38 min

PLAY ▶

AFL legend Richie Vandenberg's wine brand aims to remove 1 billion plastic bottles from our oceans | #576

The Small Business Big Marketing Podcast with Timbo Reid

Business

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Today's guest happens to have captained the mighty Hawks, the Aussie Rules Football team I've supported all of my life. And sure ... there may be the odd fanboy moment during our chat. But, he's also the founder of a disruptive wine brand that's laser-focussed on removing one billion plastic bottles from our oceans by 2030. It's episode-on-a-mission, 576 of The (12 year-old, award-winning) Small Business Big Marketing podcast with host Timbo Reid.

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37 min

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Can buying wine save our plastic problem? An interview with Richie Vanderberg

[Wine with Meg + Mel](#)

Food

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The Hidden Sea Wines take 10 plastic bottles out of the ocean for every bottle sold. We talk to Richie Vanderburg, the man behind the brand (and much to Mel's delight, ex-Hawthorn captain) to understand how it works.

Bear with us for the audio in the first few minutes, the mics got fuzzy when we got excited - it clears up ;)

Wines tasted:
2021 Hidden Sea Sauvignon Blanc
2021 Hidden Sea GSM

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Woman's Day Christmas 2021
5 WEEKS TO GO!

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RECIPE OF THE WEEK

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NICK RIEWOLDT

3 of the BEST

WINES FOR ENTERTAINING

- 1 A delightful wine, perfectly balanced with fruity flavours including notes of ripe lemon, fresh white peach and grapefruit, and finished with a hint of cashew. Perfect with a charcuterie board. **Rochford Estate Chardonnay 2019, \$38**, rochfordwines.com.au
- 2 A luxurious rosé featuring aromas of strawberries and cream with hints of ground spice and a zesty finish. For every bottle sold, The Hidden Sea will remove and recycle 10 plastic bottles from the ocean – an ideal gift for the eco-conscious! **The Hidden Sea 2021 Rosé, case of 6, \$98**, thehiddensea.com.au
- 3 There's nothing quite like a glass of bubbly to celebrate the holiday season! This refreshing prosecco exudes notes of delicate pear and citrus for a delicious and crisp taste. **Innocent Bystander Prosecco, \$20**, innocentbystander.com.au

Tomato consomme with tuna tartare & pickled daikon

The AFL champion kicks a goal with this impressive dish

SERVES 12 For the tomato consomme, roughly chop 1kg ripe tomatoes, 1 shallot (peeled), 1 clove garlic (peeled), 2 kaffir lime leaves, 1 stalk lemongrass (white part only), 1 cayenne chilli, 3 slices ginger and 2 Thai basil leaves and place into a blender. Add 4 tbsp fish sauce, zest 1 lime, 15g palm sugar and 1 tsp salt and process until smooth and fully combined. Pour into

a superbag and allow to strain. Pass through a second superbag and allow to strain then place into the fridge until ready to serve. For the pickled daikon, peel 1 large daikon and slice into 1-2mm thick slices using a mandoline. Use a 2.5cm cookie cutter to cut 168 (14 rounds per serve) from the daikon slices and place into a bowl. Set aside. Place 2 cups white vinegar and 1 cup sugar in a saucepan and stir until simmering. Remove from heat and pour over daikon. Set aside to pickle for

20 mins. Drain well to serve. For the tuna tartare, finely dice 600g fresh tuna fillet (skin and bloodline removed) into 1cm cubes. Place into a bowl, add pulp of 12 finger limes, 1½ tbsp olive oil, 3 tsp soy sauce and mix gently. Spoon the tuna into a 6-7cm round mould in the centre of 12 chilled, shallow serving bowls. Arrange pickled daikon slices in an overlapping fish scale pattern over the tuna. Garnish with finger lime pearls and micro herbs. Serve with consomme on the side.





As always, with every sale of their 6-packs, The Hidden Sea works with the ReSea Project to remove and recycle 60 single-use plastic bottles from the world's oceans.

Since July 2020, the brand has removed over 7.5 million plastic bottles from the ocean, bringing them closer to their ambitious goal of removing 1 billion plastic bottles by 2030.

#Christmas #Friends of Friends wine #The Hidden Sea

On The Shelf

The Hidden Sea releases limited-edition Friends of Friends wine just in time for Christmas



ADAM MCCLEERY
21 hours ago

0
SHARE



Australian wine brand with a conscience – The Hidden Sea – is releasing a limited-edition, co-branded bottle of their 2018 Friends of Friends wine, to be included in a special 6-pack offer, just in time for Christmas.

A shiraz cabernet blend, this premium wine has historically been reserved for friends, family, and friends of friends of The Hidden Sea, and for the first time in recent years, is being made available for consumers to purchase for a limited time only as part of the Christmas pack.

In 2015, the winemakers at The Hidden Sea were given an unlimited production budget, sourcing a tonne of exceptional Cabernet Sauvignon grapes from the Limestone Coast region for AUD\$20,000 – more than anyone has ever spent on premium grapes in Australia.

This has allowed them to create a luxurious, wonderfully aromatic varietal consisting of juicy black cherry and blackberry flavours with hints of cacao and toasty spices.

Brick red with bright edges, it pairs perfectly with red meat, spiced pork belly and grilled autumn vegetables.

The label has been designed by Canadian fine artist and illustrator, Gary Taxali, who is known for his iconic retro style pop art and illustrations.

The sleek black bottle, wine capsule and wax-dipped cork exude quiet confidence and understated luxury, with each bottle number stamped on the front to add that distinctive, limited-edition touch.

The 6-pack offer includes: 1 x bottle of Friends of Friends 1 x bottle of GSM 1 x bottle of Pinot Noir 1 x bottle of Rosé 1 x bottle of Sauvignon Blanc 1 x bottle of Pinot Grigio RRP: AUD\$150.00 To top it off, every purchase of this special 6-pack is an entry to win a 6L bottle of Friends of Friends that will make the winner the toast of the town at their Christmas event! (Winner announced 15 December).





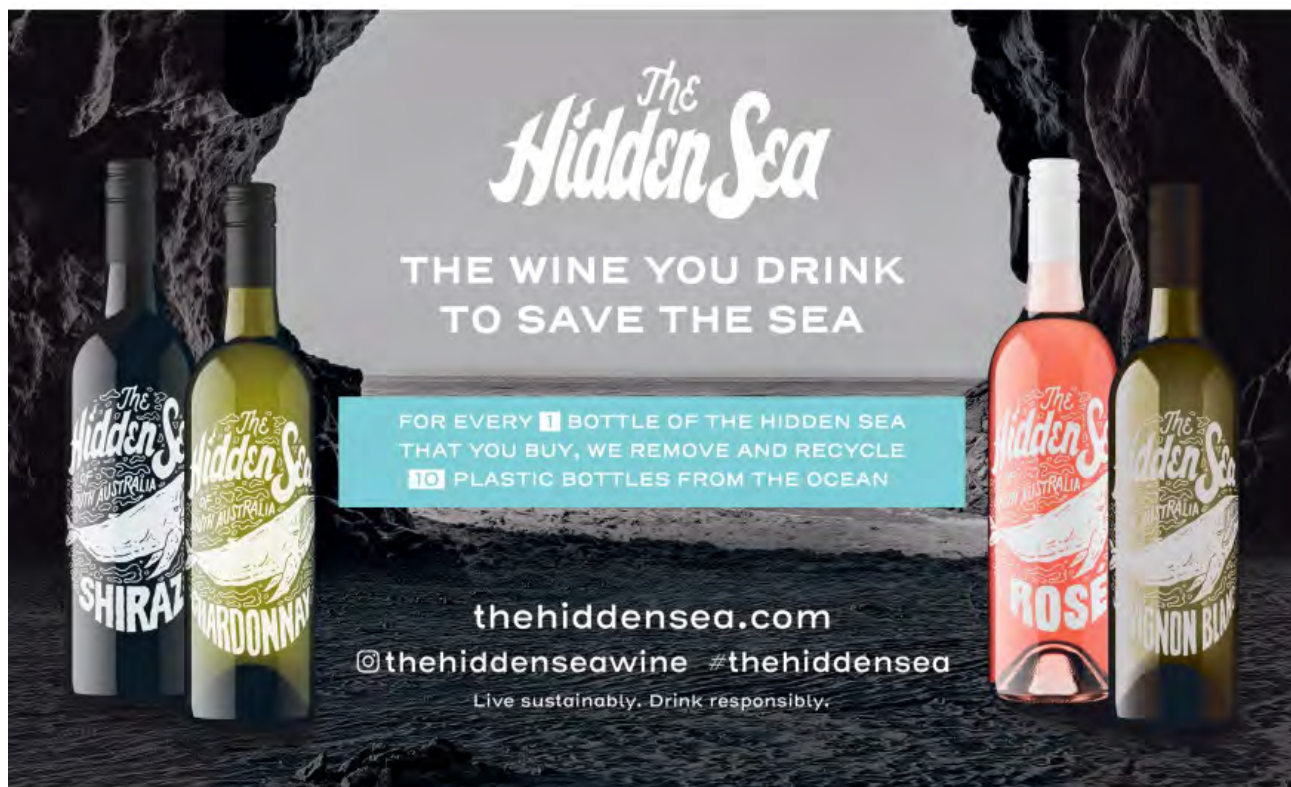
In the spotlight ✓

The Hidden Sea

The Hidden Sea team have a very clear purpose. One wine, one mission. Their consumer promise is very clear – for every bottle of The Hidden Sea bought, they will remove 10 plastic bottles from the ocean and recycle them.

Available in Sainsbury's and Co-op now.





The Hidden Sea

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TO SAVE THE SEA

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

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What if your life



looked like their life?



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rosé (750ml)

THE HIDDEN SEA
Sainsbury's
£9.00

[BUY NOW](#)

How cute is this bottle of rosé? Since 2018, the brand behind this delish Aussie wine has been working towards vegan winemaking methods, and now every single one of their wines is proudly vegan. Plus, for every bottle of The Hidden Sea that is sold, the company removes and recycles 10 plastic bottles from the ocean.



int and delicious.

TOP TIPPLES



THE MIDDLE SEA
A crisp, fresh wine for parties or cosy nights in.



VIN CROWD
At just 91 cals per can, this fruity, festive fizz is lip-smacking but also easy on the waistline.

SWEET TREATS



THE MIDDLE SEA
Small but mighty bite-sized balls of choc heaven.

CANDY KITTENS
Sometimes nothing else will do - you just need sweets.

DOGGS
The perfect treat to enjoy alongside a crisp.

SQUIRREL BISCUITS
This is basically a bag of brownie bites you can help yourself to. What's not to love?

Jude's
Embrace your inner Bridget Jones and indulge in delicious salted caramel ice cream.

Indulgent and delicious.

TOP TIPPLES

THE MIDDLE SEA
A crisp, fresh wine for parties or cosy nights in.

VIN CROWD
At just 91 cals per can, this fruity, festive fizz is lip-smacking but also easy on the waistline.





Rosie Nixon, Jakki Jones & Jody Plows (CEO of Nobody's Child), invite you to celebrate the launch of Rosie and Jakki's new book:

Be Kind

11TH NOVEMBER 2021
6.30PM-8.30PM

Nobody's Child,
50 Carnaby Street,
W1F 9QA



Please RSVP to:
lily.capewell@harpercollins.co.uk

nobody's child MARLISH *The Hidden Sea* *THE ARK*

Yellow News...

Keyword: The Hidden Sea
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Campaigner Hibo Wardens shows off the new book with broadcaster Kate Silverton

'BE KIND' LAUNCH STARS UNITE TO SHARE WORDS FROM THE HEART

It was a most kind and sincere evening when editor in chief Rosie Nixon and illustrator Jakki Jones gathered a host of famous friends to celebrate the launch of their new book, *Be Kind*.

When it came to turning the big-hearted read, guests including Georgia Toffalo, Katie Piper, Andrea McLean and Melissa Odabadi were clearly on the same page, filling the room with laughter, chatter – and most importantly plenty of kindness.

"I'm so very proud of you @rosienixon a whole book full of kindness and a double page spread from me," said TV star and author Georgia, who is one of the famous faces to contribute their thoughts in the book, which also features pearls of wisdom from Bobi Wine, Denise O'Leary, Beverley Knight and Chris Evans – all beautifully brought to life with colourful illustrations by Jakki.

"This book has been an very special lockdown baby and something very special to have come out of the terrible hardships of the last 18 months," said Rosie of *Be Kind*, which was published on 11 November, two days before World Kindness Day.

"I am overwhelmed by the support Jakki and I received from our friends, celebrities and experts who shared words on the subject of kindness for this book. There are some really insightful quotes, tips and practical pearls of wisdom on the pages."

VPs stepped on Tom Cullen and chivalry near cocktails made with Agave Arbol Gin and Marlush rose, as well as visiting *The Hidden Sea* wine while perusing the current collection from sustainable fashion brand Nobody's Child.

At the end of the evening, guests were treated to quality hugs full of sincere delights from Arthropology, Unda and Sank Sankle, plus a Nobody's Child Kindness hoodie.



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Which Wine?

Our expert Diana Thompson chooses the best bottles for you



The Hidden Sea
Chardonnay, £8, Co-op
Packed with refreshing citrus and ripe tropical fruit. For every bottle sold, plastic bottles are removed from the ocean.



Wine Time

*By drinks writer
Jane Clara, of One
Foot in the Groves*

Wines with a focus on the world and the future

I've been watching and reading the activities of the UN Climate Change Conference with interest. I'm not an eco-warrior, but it's the future of the planet they're talking about. Right?

We're all thinking of ways we can change our lifestyles to make a difference: The way we travel, what we eat, what we buy.

As I was pondering this - over a glass of eco-friendly vino, mentioned in the corner of this page - news of two separate climate friendly wine ventures arrived.

Laithwaites is a hugely well-known online wine merchant. It's one of those brands that people just know what it is. Wine.

They've recently had a refocus on what they do and how they do it, which includes more buyers in regions to spot the best deals and to bring an 'unbeatable authenticity'.

Winemaker Henry Laithwaite, the co-chair of the business, says, "Having winemakers at the very heart of the business means we share in the culture and challenges of our producers."

Adds Henry, "Through

our network of family wineries around the world we're alarmed by what we're seeing.

"Climate change is impacting not just the quality of the wine we can make, but the viability of whole communities. That's why we've announced our new commitment to achieve net zero carbon emissions by 2035, with a shorter-term goal of halving our carbon footprint by 2030."

It is, he says, "an ambitious, but essential, target."

Henry continues: "These days we talk a lot about 'doing things beautifully'.

"Basically, it's about doing things the right way - not just the most profitable way. This encompasses our own people, our suppliers, and our customers.

"But it also covers the land we cultivate and the environments we inhabit."

Alongside the eco-friendly focus from Laithwaites, I have eco news of a new bot-

tling venture from a wine producer in Argentina.

New World wine producers have impacted on our enjoyment of wine in recent decades. But just think where they're based - thousands of miles away.

One of Argentina's leading organic wineries, Domaine Bousquet, has committed to bottling in the UK to substantially reduce its carbon emissions. By bottling its best-selling wine - Domaine Bousquet Premium Malbec - over here, the winery will reduce its carbon emissions by 70 per cent on that wine.

Three wines from Laithwaites:

La Scelta di Sofia (RRP £11.99). I loved the texture of this wine. It's a white made from the black grape sangiovese. Yes, that can happen if the juice avoids skin contact. Notes of citrus, pear and quince. Lovely.

Wyfold Rosé 2017

(RRP £9.99) The grapevines were planted by Barbara Laithwaite and Cherry Thompson in the Chiltern Hills. This wine



by pinot
noir and
is a won-
derfully
fresh, red-fruit
scented English
sparkling wine.

Roc Cuvée (RRP

£13.99) A Bordeaux wine
with a difference. Wine-
maker Jean-Marc Sauboua
used merlot planted near the
Saint-Emilion appellation.
It carries a Bordeaux AOC
classification. It has the rich
fruity plumpness of a wine
from that region. And some.

A modern label reflects a
modern focus and the wine
itself is chunky, fresh and
very, very moreish.

One from Domaine Bousquet:

**Domaine Bousquet Reserve
Malbec 2020** (£12.99, online
at Vintage Roots) The wine
is crafted from 100 per cent
organic grapes from the Uco
Valley. It has been aged for
six months in French oak.
The wine is ruby red and
speaks of lush black fruits,
with a peep of raspberry. It is
smooth with integrated tan-
nins and an understated oak
influence.

■ *Jane Clare of One Foot in
the Grapes, is a programme
provider for the Wine & Spir-
it Education Trust. Email
jane@onefootinthegrapes.
co.uk*

Sea friendly

Two eco-friendly wines
are arriving in Booths this
month: **The Hidden Sea
Shiraz 2020** and **The Hidden
Sea Chardonnay 2021**. In
partnership with the ReSea
Project, Australian wine
producers The Hidden Sea
removes 10 single use plastic
bottles from the world's oceans

for every bottle sold. Since
the project began, the brand
has removed 6.9m bottles. I
had a sneak pre-release taste
of the shiraz with a bowl of
Lancashire hot pot. I'm nothing
if not northern. The wine was
supple and approachable. Black
fruit aromas and flavours were
embraced by subtle vanilla
notes. Both wines are £9 in
selected Booths stores.



Basically its
about doing
things the
right way,
not just
the most
profitable way

~ Henry Laithwaite



UPDATED ON NOVEMBER 28, 2021 — TRIED AND TESTED, WINE

Wine with an environmental benefit? The Hidden Sea Wine Company



The Hidden Sea Wine company first came to my attention when winning an award at last years Peoples Choice Wine Awards for its story behind the label.





Wine reviews Articles A-Z Contact



New in at the Co-op, this is a Chardonnay for Sauvignon Blanc lovers with its sharp-tasting acidity. Don't drink this wine too cold otherwise you'll miss out on the balancing oaky flavours that turn the light lemon and honey into a pleasant mouth-filling ending.



Type: White wine





The Hidden Sea Rosé 2021 review

Sainsbury's

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



Type: Rosé wine





The Hidden Sea Sauvignon Blanc review

A great tasting wine with a mix of pear, creamy melon and gooseberry flavours from a wine producer whose stated aim is to remove plastic from the world's oceans. But for all their green credentials I'm left wondering why they didn't choose a light weight glass bottle to put the wine in? Weighing in at 535grammes this is the average weight of an empty glass wine bottle but there are lighter ones available now (300grammes) or even other sustainable choices like the [paper wine bottle](#).



Type: White wine

Grape variety: Sauvignon Blanc



The Role of Social Conscience in the Brand and Consumer Relationship Today



By Justin Moran

On Nov 29, 2021

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ENGAGEMENT



Plastic pollution is not only destroying the ocean but with each of us eating a credit-card of plastic every week *, consumers are demanding action from their favourite brands to make a change and ensure that there is purpose in profit. Justin Moran, founder of eco-brand The Hidden Sea discusses how consumer choice and alongside purpose in profit can help save the planet with Pete Fairclough, Brand Manager at Kingsland Drinks – a leading UK's drinks company.

Justin Moran is a change-maker. He wants to remove and recycle 1 billion plastic bottles from the ocean by 2030, and he's selling great-tasting premium wine to make it happen. Together with retired Australian Football League star Richie Vandenberg, Justin founded The Hidden Sea to create a brand which empowers its customers to make change happen with every purchase. "This is not another drinking moment," he says, "this is a movement. We make premium wine for people with a social conscience, who want to change the world for good."

For every bottle of The Hidden Sea sold, 10 plastic bottles are removed and recycled from the ocean. They do this in partnership with ReSea Project, a community-driven company operating in Southeast Asia, which is a major recipient of plastic waste from countries around the world, including the UK. To date, The Hidden Sea has removed and recycled over 7.5 million plastic bottles from our ocean.

Read More: [SalesTechStar Interview with Jason Zintak, CEO at 6sense](#)

COP26 was seen as the answer to climate change – world leaders coming together to unite in reducing

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The Hidden Sea, Limestone Coast: The wine that helps save the ocean

Darren McMullen December 5, 2021



Save



Former Hawthorn captain Richie Vandenberg's wine brand The Hidden Sea helps remove plastic bottles from the ocean. Picture: Tony Gough

The Hidden Sea vineyard, on South Australia's Limestone Coast, proudly shares its history with the ocean that used to cover the area. When the seas departed, they left behind rich alluvial soil thick with marine-fossil deposits that have provided a natural filtration system and unique terroir that has proved perfect for grape-growing.

Repaying this debt to the ocean is the mission of the vineyard's founders, former Hawthorn captain Richie Vandenberg and entrepreneur Justin Moran, who promise to remove and recycle 10 plastic bottles from the ocean for every bottle of wine sold, aiming to remove a billion single-use plastic bottles from the ocean by 2030.

See also: [Why SA's Limestone Coast is Australia's most underrated road trip](#)

See also: [Top 3 things to do on the Limestone Coast](#)



The Hidden Sea range. Picture: The Hidden Sea



The appeal to socially conscious wine lovers is irresistible, particularly when doing good tastes so good. The wines have won more than two dozen awards. The vineyard has best-in-class credentials for sustainable agriculture, and the full range is vegan friendly. The winemakers, Leisha Munro and Stephen Tierney, are among the best in the country, and, both born and bred on the coast, have their roots planted firmly alongside the grapes.

Drinking wine to save the planet? It sounds like a very attractive solution – it's a win-win situation for me and I'm more than willing to do my part. However, I'll give Justin the last word on the subject: "Maybe it's not my plastic, but it is my planet."

Darren's pick

The Hidden Sea Pinot Grigio 2021, \$20

The Hidden Sea wines are relaxed, easy-drinking and delicious. They're wines you wouldn't hesitate to crack open and enjoy over a picnic or a Friday night pizza with friends. The Hidden Sea Pinot Grigio, with its super crisp palate is a perfect warm weather wine. With its notes of nectarine, citrus, apple and pear, and just a hint of fresh acidity it's sure to become a summer staple. The 2021 vintage is especially good, the combination of a wet winter and cool, dry summer providing ideal growing conditions and producing a pristine, refreshing white.





Do some Good

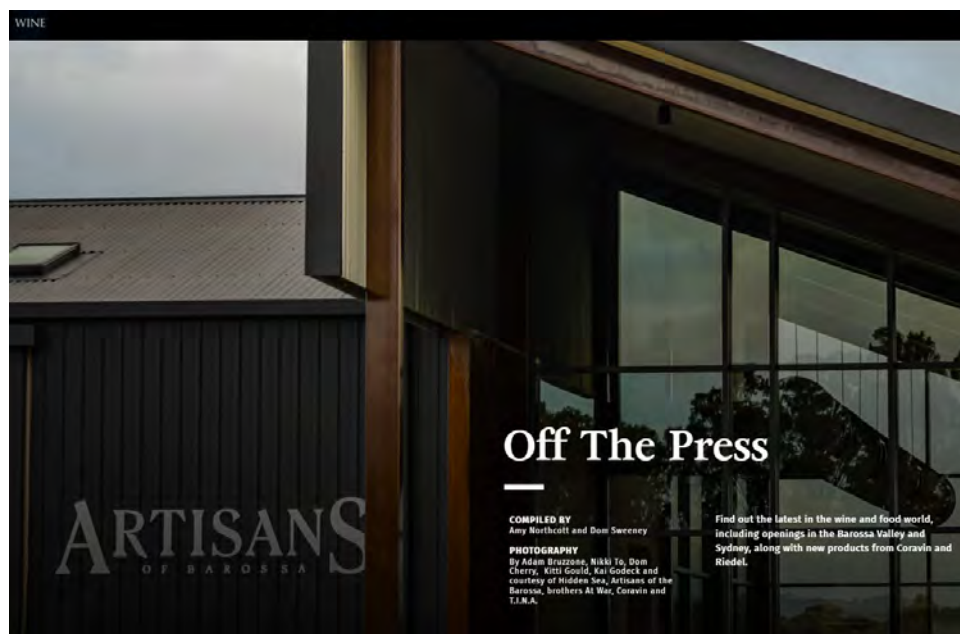
Australian wine brand with a conscience – [The Hidden Sea](#) – has released a limited-edition, co-branded bottle of their 2018 Friends of Friends wine to be included in a special six-pack offer just in time for Christmas.

The blurb says this premium shiraz cabernet blend has historically been reserved for friends, family, and friends of friends of The Hidden Sea. But for the first time in recent years, it is being made available for consumers to purchase for a limited time only as part of the Christmas pack.

With every sale of their six-packs, The Hidden Sea works with the [ReSea Project](#) to remove and recycle 60 single-use plastic bottles from the world's oceans. Since July 2020, the brand has removed over 7.5 million plastic bottles from the ocean, bringing them closer to their ambitious goal of removing 1 billion plastic bottles by 2030.

Every purchase of this special six-pack (**\$150**) includes an entry to win a 6-litre bottle of Friends of Friends





[The Hidden Sea Christmas Pack](#)

Looking to do some good with your wine purchases this festive season? **The Hidden Sea** is known for its globally conscious ethos, and with each sale of a bottle of wine, they remove and recycle 10 plastics bottles from the ocean. For the festive season the team are offering up something special with a **Christmas Pack** (A\$150) that features their popular releases along with the **2018 Friends of Friends Shiraz Cabernet**. Usually only reserved for family and friends, the Friends of Friends Shiraz Cabernet is sourced from the Limestone Coast, and is a premium expression of South Australian red. On top of that, a purchase of a Christmas Pack puts you in the running to win a 6L bottle of the 2012 Friends of Friends wine, one of only 20 left.

Find out more at thehiddensea.com.au





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Sleek design for Christmas edition wines

By Colleen Bare | 8 December 2021

Australian wine brand The Hidden Sea has released a 6-pack Christmas-edition, co-branded bottle of its 2018 Friends of Friends wine, with bottles from Saverglass, and labels illustrated by Gary Taxali, designed by branding and packaging design agency Co Partnership and printed by Multi-Color Corporation (MCC).

The Premium Bordeaux ICIN sleek black bottle, wine capsule and wax-dipped hand selected premium grade natural cork denote the understated luxury of the Friends of Friends wine, with each bottle number stamped on the front to add a distinctive limited-edition touch.

Gary Taxali, who is known for his iconic retro style pop art and illustrations and is recognised as one of the top 100 illustrators in the world by book publisher Taschen, was commissioned to create the artwork for the Friends of Friends labels while Co Partnership designed them, keeping to the 'distinctive and memorable' brief.



The distinctive and memorable wine bottle labels were illustrated by Gary Taxali, designed by Co Partnership and printed by MCC.

In printing the wine labels, the experienced team of label engineers at MCC took a consultative approach and worked closely with The Hidden Sea from inception to finished product.

The Premium Bordeaux ICIN bottle was produced and supplied by Saverglass, while the wine was bottled by Vinpac International Barossa Valley which operates in three facilities in the iconic Barossa and McLaren Vale wine regions of South Australia.

The six pack offer, valued at \$150.00 is made up of the Friends of Friends, GSM Pinot Noir, Rosé, Sauvignon Blanc and Pinot Grigio wine blends.

Every purchase of the premium Shiraz cabernet blend 6-pack qualifies to win a 6L bottle of Friends of Friends that will make the winner the toast of the town at their Christmas event (Winner announced 15 December).

As is standard practice for The Hidden Sea, every sale of its six-pack contributes towards the ReSeas Project to remove and recycle 60 single-use plastic bottles from the world's oceans. Since July 2020, the brand has removed over 7.5 million plastic bottles from the ocean, bringing them closer to their ambitious goal of removing 1 billion plastic bottles by 2030.





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PKN mag: Design for the times

As the packaging industry works towards aligning to the circular economy, PKN takes a closer look at how Planet Ark is helping.

[Read more](#)



Sleek design for Christmas edition wines

The Hidden Sea has released its 2018 Friends of Friends Christmas-edition wine, with stand-out packaging and label design to herald the holiday season. [Read more](#)




New platform tracks transition to zero waste

A new circular economy metrics platform launched by NSW Circular will help councils, precincts, industry and communities track their transition to zero waste. [Read more](#)





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WINE DEALS Best wine deals: the best bottles to buy this Christmas






[Harriet Flook](#)

11:13, 16 Dec 2021 | Updated: 11:46, 16 Dec 2021



CHRISTMAS is just around the corner, and if you're looking for a top










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Food • Posted on 17 Dec 2021

Here's The Best Cheap, Mid-Price, And Expensive Food And Drink I've Tried So Far This Christmas

I tried everything from a £2 bottle of non-alcoholic wine to some £150 whisky!

 by **Amy Glover**
BuzzFeed Staff

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🌟 Best budget-friendly food and drink 🌟

1. These non-alcoholic Belvoir Farms drinks are so good, I (a drinker) buy them every year. I love [their Mulled Winter punch](#) and the delicious [Spiced Ginger punch](#)!



Christmas Inspirations highlights



▲ **The Hidden Sea**

The Hidden Sea Sustainable wines

The Hidden Sea wine is the perfect gift for someone who loves wine and the environment. For every bottle bought, in partnership with ReSea, they'll remove the equivalent of 10 single-use plastic bottles from our ocean. With over 7.5 million plastic bottles removed already, the Hidden Sea is heading to remove one billion by 2030. Available in Asda, Booths, Co-op and Sainsbury's from £9. thehiddensea.com



▲ **Gosney pizza oven**



Wine that helps the sea

Every single bottle of The Hidden Sea wine in shoppers' hands remove and recycle 10 plastic bottles from the ocean. How cool is that?

The Hidden Sea exist for socially conscious consumers who love great tasting wine, and want to feel a part of something bigger than themselves. They want to leave the world better than it was when they came in, and their wines carry a heritage born from the sea.

Available in UK supermarkets, there's a delicious Rosé, Shiraz, Chardonnay and a Sauvignon Blanc, which have all helped to remove the equivalent of 8.5 million plastic bottles from the ocean so far, with a bold goal to remove 1 billion by 2030, with ReSea Project.

If you're a wine drinker, choose The Hidden Sea and help them to change the world. Give the gift of great tasting wine and a cleaner ocean this Christmas. The environment will thank you for it.

The Hidden Sea are not creating another drinking moment. They're creating a movement.

The Hidden Sea is available in selected Sainsbury's, Co-op, Booths and Asda stores. At a RRP £9.



The Hidden Sea

Food & Drink checklist

Get inspired and ready for your festive meals with our selection of the best gourmet gifts, tantalising recipes and food services on offer

Celebrate Christmas with Foie Royale – the modern, ethical foie gras alternative

Remember the days when you used to eat foie gras? It's time to move on. Because you can now celebrate Christmas with the way that has been made better. That's why we've created the modern, ethical foie gras alternative. It's called Foie Royale. It's made from duck liver, not pig liver, and it's completely ethical and sustainable. It's the perfect gift for the foodie who loves to eat well and do good.

Visit www.foieroyale.co.uk to find out more.



An ethically sustainable, luxurious delight available in over 200 Waitrose stores from Wednesday, 15 December - limited stock. Visit www.foieroyale.co.uk to find out more.

Discover ANONIMO watches this Christmas

For the special gift in your life, ANONIMO watches are the perfect choice. They are stylish, elegant and made from sustainable materials. They are the perfect gift for the person who loves to wear something that is both beautiful and ethical.



Visit www.anonimowatches.co.uk to shop the range and find out more.

ADVERTISING

Festive indulgences can make heartburn worse

Festive indulgences can make heartburn worse. If you're prone to heartburn, you may want to avoid rich, fatty foods and alcohol. Instead, opt for lighter meals and plenty of water.

Visit www.painrelief.co.uk to find out more.

Win a Billingsgate Christmas hamper worth £85!

At the moment, all 10 ingredients in the Billingsgate Christmas hamper are on offer. This is a fantastic opportunity to win a hamper worth £85. To enter, visit www.billingsgate.co.uk and follow the instructions.

Visit www.billingsgate.co.uk to find out more.

Discover ZenBears CBD this Christmas

ZenBears CBD is a natural, organic product that can help you relax and unwind. It's the perfect gift for the person who loves to take care of themselves.



To find out more, check out the ZenBears website and use exclusive code CHTS.

The Winter's Cocktail by Edinburgh Gin

Edinburgh Gin is a premium, handcrafted gin that is perfect for the winter season. It's the perfect gift for the person who loves to drink well.



Edinburgh Gin - the winter's cocktail. Visit www.edinburghgin.co.uk to find out more.

Wine that helps the sea

Wine that helps the sea. The Hidden Sea wine is made from sustainable grapes and helps to remove plastic bottles from the ocean. It's the perfect gift for the person who loves to drink well and do good.

Visit www.hiddensea.co.uk to find out more.

Topicalise your Christmas

Topicalise your Christmas with a relaxing massage. It's the perfect gift for the person who loves to relax and unwind.



Best products are available in the world's best shops. Visit www.hiddensea.co.uk to find out more.

Start your culinary journey today

Start your culinary journey today with a cooking class. It's the perfect gift for the person who loves to cook and eat well.



Discover the range of culinary programmes today at www.hiddensea.co.uk.

The tasty 'wonky' biscuit box from Earth & Wheat

The tasty 'wonky' biscuit box from Earth & Wheat. It's a collection of delicious, handmade biscuits that are perfect for the winter season.

Visit www.earthandwheat.co.uk to find out more.

ADVERTISING



Silent Pool Gin – the gift of wise men and women

Silent Pool Gin is a premium, handcrafted gin that is perfect for the winter season. It's the perfect gift for the person who loves to drink well.



Follow @silentpoolgin and visit www.silentpoolgin.co.uk to find out more.

Enjoy super-fast groceries at supermarket prices

Enjoy super-fast groceries at supermarket prices with goPuff. It's the perfect gift for the person who loves to shop online.



Visit www.gopuff.co.uk to find out more.

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 **Magazine, Consumer**

Client: Kingsland Drinks
Source: Real People
Date: 30/12/2021

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Christmas Inspirations highlights



▲ Black Cow

Black Cow Milk vodka

Black Cow vodka is made from the milk of grass-grazed cows. Using milk as the only source ingredient is what makes Black Cow so smooth. The invention of West Dorset dairy farmer Jason Barber, Black Cow was inspired by Jason's love of vodka and his desire to do something different with the milk of his dairy cows. The result? A uniquely smooth vodka with a creamy character. blackcow.co.uk

Yeo Valley Custard

Yeo Valley Organic is launching a new custard range with a traditional recipe made using organic British whole milk and cream. This custard is simple and delicious, bringing all the nostalgia of a homemade dessert. Available in Tesco from October with a RRP of £1.25 for 250g. yeovalley.co.uk/things-we-make/organic-custard



Silent Pool Citrus gin

Silent Pool Rare Citrus Gin uses complex flavours from some of the world's rarest citrus – which it travelled the world to find. This is a masterfully blended spirit, distilled with nothing but the best fresh and dried ingredients with the finest botanicals. The result? A beautifully aromatic gin with a unique taste, expertly balancing bold, clarifying citrus notes with deep, rich notes and delicate hints of spice. All 22 botanicals in the recipe work in harmony with one another, no one botanical overpowers another. Serve with Indian tonic for the perfect G&T. [@silentpoolgin](https://twitter.com/silentpoolgin) silentpoolgin.co.uk



▲ Old Jamaica

Old Jamaica Ginger Ales

Old Jamaica is the first to bring to market a new range of ginger ales made with authentic Jamaican root ginger. Both the new Old Jamaica Ginger Ale and Old Jamaica Rhubarb & Ginger Ale are delicious served on their own or as a mixer. The range has been designed as an alternative to tonic, as they pair perfectly with all spirits, but are ideal in cocktails, too. oldjamaicagingerbeer.com



▲ Silent Pool

The Hidden Sea

A GIFT FOR YOU.
A GIFT FOR THE PLANET.

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

AVAILABLE IN
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thehiddensea.com

Live Sustainably. Drink Responsibly.





Off The Press

COMPILED BY
AMY NORTHCOTT &
DOM SWEENEY



The Hidden Sea Christmas Pack

Looking to do some good with your wine purchases this festive season? The Hidden Sea is known for its globally conscious ethos, and with each sale of a bottle of wine, they remove and recycle 10 plastics bottles from the ocean.

For the festive season the team are offering up something special with a Christmas Pack (A\$150) that features their popular releases along with the 2018 Friends of Friends Shiraz Cabernet. Usually only reserved for family and friends, the Friends of Friends Shiraz Cabernet is sourced from the Limestone Coast, and is a premium expression of South Australian red. On top of that, a purchase of a Christmas Pack puts you in the running to win a 6L bottle of the 2012 Friends of Friends wine, one of only 20 left. Find out more at thehiddensea.com.au

New Site For Shaw + Smith

Shaw + Smith have added another site to their portfolio, buying into Blewitt Springs vineyards in McLaren Vale. The vineyard will produce the new MMAD Vineyard Label, named after Shaw + Smith founders Martin Shaw and Michael Hill Smith MW, along with joint CEOs Adam Wadewitz and David LeMire MW. The 18ha site is planted to grenache, shiraz and chenin blanc. "We have been looking around the area since 2014 and thinking about that unique little part of the Vale, higher but influenced by the sea with beautiful old vines, sand and ironstone," says Wadewitz, who is also chief winemaker. "We were drawn to the grenache and chenin being both old vine, but the shiraz has been a real surprise, too." The 2021 MMAD Vineyard wines are due for release in 2022. shawandsmith.com



Sydney's Round-up

In Newtown, sake fans are in for a treat with the opening of ANTE (ante.bar). Developed by Black Market Sake's Matt Young and Pinbone's Jemma Whiteman, ANTE will feature an impressive line-up of the Japanese beverage. Food-wise, expect small and large dishes that pair well with the sake to elevate both the dish and drink. All senses will be covered too, with Matt's collection of vinyls to soundtrack your night.

Meanwhile in Darlinghurst, Italian wine merchants Giorgio de Maria and Mattia Dicati are opening Paski Vineria Popolare (paski.com.au). Named after de Maria's dog Paski and the Cantina Giardino wine, the restaurant and wine retail space will house a 400-bottle range of small-scale Italian wine imported by the duo. Chef Enrico Tomelleri, of Ragazzi and 10 William Street fame, will be creating charcuterie and small plates downstairs and a larger, à la carte offering upstairs at Paski Sopra.



WINE



Subscriptions Prize

In the August/September issue of Gourmet Traveller WINE we invited subscribers to try their hand at winning a premium collection of Houghton wines including the 2019 Jack Mann Cabernet Sauvignon, 2019 Gladstones Cabernet Sauvignon and the 2019 C.W Ferguson Cabernet Malbec.

Our witty winner is Stephen Gregory from Hawthorn in Victoria who came up with this ditty:

There once was an old man from Vic
Had the jab, to avoid getting sick
Two hundred days he's been locked
Overdue to restock, Three
Houghtons will do nicely, the trick.



≡ **COSMOPOLITAN** celebs love beauty fashion body

9 best rosés under £10 for 2022

Because rosé isn't just a summer sipper



by STACEY SMITH JAN 4, 2022



With summer fast approaching (apparently), we had a serious question for our drinks expert: can you actually pick up a decent bottle of rosé for less than £10?

Well, we've got some good news for you, because it turns out there are some right bargains to be had — yes, even on your palest pinks from Provence. Fancy!

Feeling a bit more adventurous? It's worth checking out styles from the rest of the Med too, with spritzy Portuguese styles, super fresh Italian numbers and more robust rosadas from Spain.

And remember, cheap rosé is seriously improved by serving it nice and cold. Thank us later!



7

BEST ECO-FRIENDLY ROSÉ

The Hidden Sea Rosé

sainsburys.co.uk
£9.00

[BUY NOW](#)

The Hidden Sea recently launched in the UK and has pledged to remove 10 plastic bottles from the ocean for every bottle sold — just in time for Plastic Free July! So far they've already cleaned up over three million bottles, and with your help they reckon they could do one billion by 2030. With notes of red apple and creamy apricot, we're happy to do our bit.



COSMOPOLITAN

The best rosé wine, from £4.50 a bottle (but we promise it doesn't taste like it)

Stacey Smith · 04/01/2022



Like Comments 4



9/10 SLIDES © sainsburys.co.uk

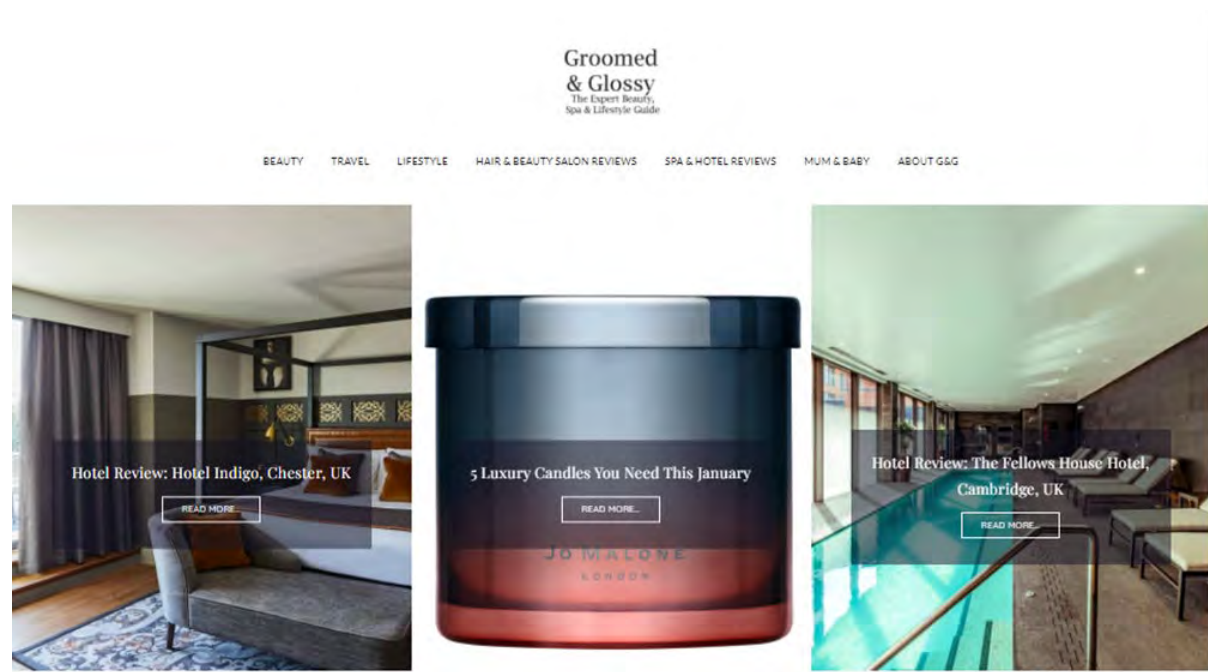
Full Screen

8) The Hidden Sea Rosé £9.00

[Shop Now](#)

The Hidden Sea recently launched in the UK and has pledged to remove 10 plastic bottles from the ocean for every bottle sold — just in time for Plastic Free July! So far they've already cleaned up over three million bottles, and with your help they reckon they could do one billion by 2030. With notes of red apple and creamy apricot, we're happy to do our bit.





The Hidden Sea Rosé 750ml, £9, www.sainsburys.co.uk



A crisp South Australia Rosé produced with Shiraz, Cabernet Sauvignon, Chardonnay, Verdelho, and Viognier grape.



Home > Competitions > WIN 12 Bottles of the Hidden Sea Wine



WIN 12 BOTTLES OF THE HIDDEN SEA WINE

The Hidden Sea Wine has a very clear purpose. One Wine. One Mission. Its consumer promise is very clear - for every bottle of The Hidden Sea bought they will remove 10 plastic bottles from the ocean and recycle them. The Hidden Sea Wine range - Sauvignon Blanc, Rosé, Chardonnay and Shiraz is available at booths.co.uk and sainsburys.co.uk.

Q. How many plastic bottles are removed for every Hidden Sea bottle bought?







The Hidden Sea Wine

Sustainable wine

The Hidden Sea Wine is the ideal wine for wine-lovers who are also passionate about the environment. For every bottle bought, in partnership with ReSea, it will remove the equivalent of 10 single-use plastic bottles from our oceans.

With over nine million bottles removed already, the

Hidden Sea is heading to remove one billion bottles by 2030. The Hidden Sea Wine range is available in supermarkets.

thehiddensea.com

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NEBBIOLO DAY

How Aussie's trailblazers are shaping future drinking trends

What do Snoop Dogg, Martha Stewart, ocean waste and flat bottle packaging have in common? They are all part of Australian innovation in the wine business that is helping guide the direction of future drinking trends. So argued Mike Bennie in Trailblazers, an online seminar that brought together John Wardley, US VP of marketing for Treasury's 19 Crimes, Lucy Clements, operations director for Accolade's Banrock Station and Richie Vandenberg, co-founder of The Hidden Sea.

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MOST POPULAR

David Gluckman: why Seedlip is the Emperor's New Clothes

How to invent a non-alcoholic brand: Gluckman on Amica 100

A billion green bottles....

From a giant Australian wine producer to a far smaller Australian venture but one which is creating waves with its plastic bottle retrieving pledge, Bennie then talked to Richie Vandenberg of *The Hidden Sea*, an ex-Aussie Rules Football player who has come up with a novel pledge with this new wine brand that he has co-founded in Coonawarra.

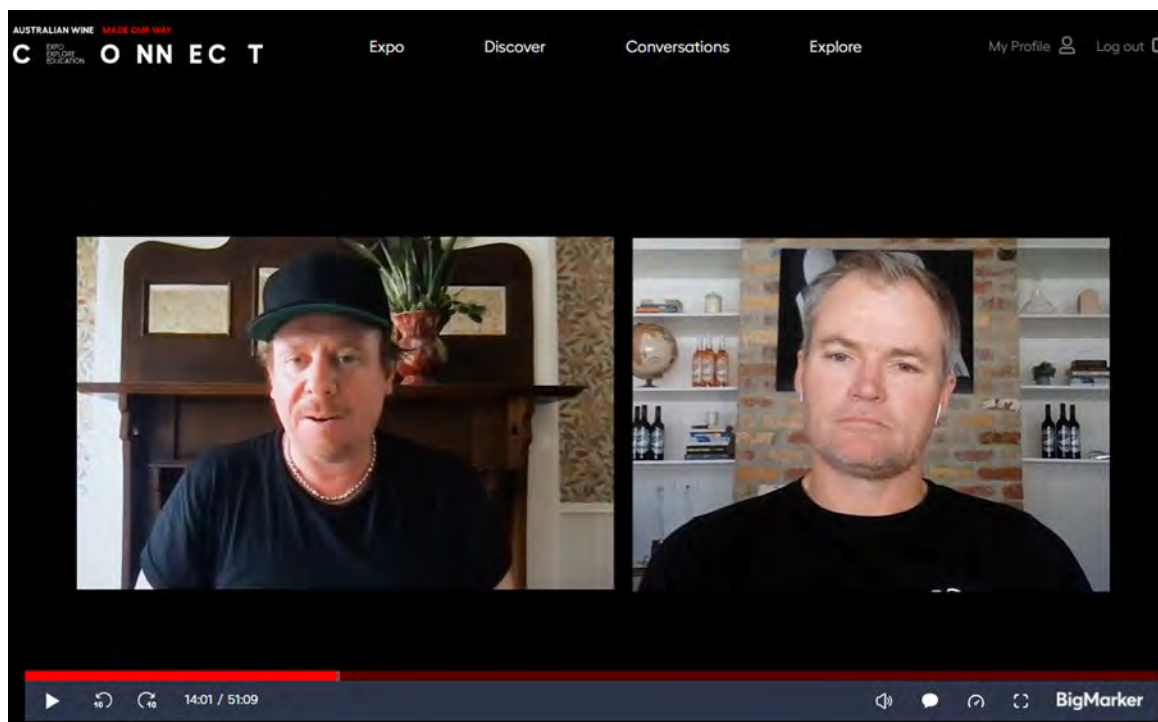
With every bottle bought of Hidden Sea wine, the company pledges to remove 10 plastic bottles from the ocean, the target being one billion bottles retrieved by 2030.

"It was important with Hidden Sea to build a brand with a higher purpose, and we wanted to give the consumer something tangible. We are not committing profits, the commitment comes with the purchase of the bottle."

Vandenberg explained how with blockchain technology there is an accountability inbuilt to Hidden Sea's business model with consumers being able to use a QR code which shows immediately and exactly where in the ocean the plastic bottles are being removed from.

"People almost always expect a bit more of something from a product these days rather than just the product," he explained before going on to discuss the importance of 'vinfluencers' on the brand's ambassadors: "people want to feel part of something bigger than themselves...and that authenticity is something a small company can deliver... that feeling part of a tribe." Vandenberg said that a big influence on their use of social media has been through Flight Centre and how its founder Geoff Harris has successfully built a brand using different tribes.





What does hip hop legend Snoop Dogg have to do with wine? Well since 2021, he's teamed up with Treasury Wine Estates to produce and market wine in non-traditional demographics. An L.A native, Snoop saw in Australian wine the panache and entrepreneurial spirit that drove his music career.

In fact, over more than 200 years the Australian wine industry has been curious by nature, perfecting old concepts and playing with new ideas to create something extraordinary.

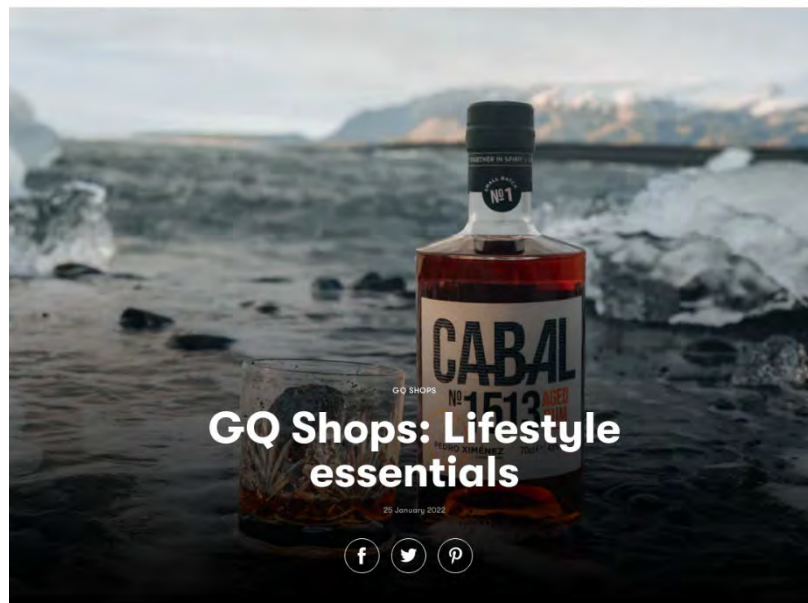
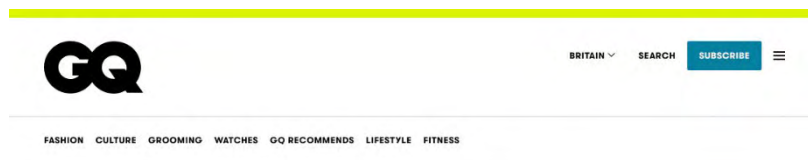
Mike Bennie will lead a series of conversations with leaders in the Australian wine industry who are carrying on the tradition of daring to do things differently.

Mike will talk to: John Wardley, US VP of Marketing for Treasury's 19 Crimes, about how they're breaking convention with Treasury's 19 Crimes and are tapping into a new brand market; Lucy Clements, the Operations Director for Accolade's Banrock Station, and how their award-winning, recyclable flat bottle for Banrock Station meets Lucy's mission to 'make waste sexy'; and Richie Vandenberg, co-founder of The Hidden Sea label and his mission to remove 1 billion plastic bottles from the ocean with the help of the wine industry.

John, Lucy and Richie also reveal what's next for their companies and the wider Australian wine industry, as well as the global trends to watch out for.

You don't want to miss this conversation. Register now to secure your seat to find out how Australia's wine scene is breaking new ground around the world.





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2/10




THE HIDDEN SEA WINE

'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 – over 9 million bottles have been removed already. Available in UK retailers. Follow them on Instagram [@thehiddenseawine](https://www.instagram.com/thehiddenseawine)






Published in **Authority Magazine** · Follow



Penny Bauder
Jan 26 · 9 min read

Justin Moran of The Hidden Sea: 5 Things We Must Do To Inspire The Next Generation About Sustainability And The Environment

An Interview With Penny Bauder




Give before you get. You can't fight physics, if you want to be warm you need to put wood into the fireplace first.

...

As part of my series about what we must do to inspire the next generation about sustainability and the environment, I had the pleasure of


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Everything Changed When I Re-experienced My Birth



Being childfree and single in the marriage- and baby-centric world ...



We've only just vegan

**ROB BUCKHAVEN
DIGS OUT THE BEST
VEGAN-FRIENDLY
PICKS FOR 'WET
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RED

**Casa Roscoli Organic
Primitivo, Italy, £8,
Tesco**

Like drinking liquidised Bonne Maman black cherry conserve, in a good way. I'm such a superfan of the Primitivo grape, which is what Zinfandel would have been had it been brought up on the heel of Italy. Lighter in alcohol than its Stateside alter ego, with a boat load of chewy dark fruit, spice-rack flavours and a whisp of woodsmoke on the finish. This wine is a ticker of both the organic and vegan-friendly boxes.

**D'Arenberg The Footbolt
Shiraz, Australia, £12,
Tesco**

No shade intended, but I'm surprised to see this wine in the supermarkets, as D'Arenberg has always had a high-end air about it. I suppose going mainstream means it's easier to get hold of this bottle of soft and plummy

deliciousness, which can't be a bad thing. Quirky names are a thing with this range. The Footbolt being the founder's prized racehorse which he sold to start the company. For that, we are forever grateful.

**Querciabella Chianti
Classico 2018, Italy,
£19.99, Waitrose**

Remember those Chianti bottles squatting in straw baskets you'd repurpose as candle holders? What a fiasco, literally, that's what they were called. Flash forward to the age of Querciabella, founded by a steel magnate, animal activist and climate change campaigner, presiding over a cutting edge winery complete with Tesla charging points. Here's a cruelty-free, biodynamic winery that produces a silken wine with flavours of raspberries, sour cherries and roses, I mean, what's not to love?



**ROB BUCKHAVEN
DIGS OUT THE BEST
VEGAN-FRIENDLY
PICKS FOR 'WET
VEGANUARY'**



ROSÉ

**The Hidden Sea Rosé,
Australia, £9, Sainsbury's**

Sipping rosé in mid-winter means it's never too early to prepare for spring, especially as we were cheated out of a summer last year. This South Australian rosé is a slam dunk flavour-wise, think cinnamon-dusted strawberries and cream, cranked up a notch, with a blend that includes shiraz, cabernet and chardonnay. Each bottle pledges to remove the equivalent of ten x 500ml plastic bottles from our oceans and recycle them, talk about 'the full package'.



RED, WHITE AND GREEN

MARTHA ALEXANDER SOAKS UP THE RISE OF ECO-FRIENDLY, NATURAL WINES

NOT so very long ago, the mere mention of 'natural wine' would call to mind a grandad fermenting grapes in his garden shed. These days, however, organic wine isn't just having a moment, it's spawned an entire movement that has seen consumer demand rocket. And raising a glass is the perfect way to celebrate the end of dry January.

According to a 2020 report by the Soil Association, more than £1 million is spent on organic wine per week in the UK. Far from a niche product, organic, natural or sustainably produced wines are in the mainstream. Visit any supermarket and you'll be spoilt for choice.

'People are becoming more conscious of what they consume and how it's made, as well as the impact it may have on their bodies and the environment,' says Lucy Dalwadi, founder of Lucy's Wines, an independent shop specialising in organic, natural and sustainable wines.

So what exactly is an organic wine? Is it the same as a natural wine? What about wines that have sustainable credentials, where do these fit in?

Let's start with 'natural wine'. 'Natural wine is a broad term and refers to wines that have been made with as little intervention as possible but are not certified,' explains Dalwadi.

It's this certification that can boost a natural wine up to organic status. A wine can only be labelled organic if its production meets rigorous criteria, including land management and the total absence of artificial pesticides.

'The extra effort required to legally claim organic wine status can be a high barrier to entry,' says

Ben Turnbull, director and head wine buyer at House of Malt. 'Case in point: Château de Gensac, one of our favourite and best-reviewed vineyards, are already organic on paper but haven't yet ticked all the boxes officially, they are working on it. And sustainable?'

'Sustainability is more difficult to define. You won't see this on labels,' says Tom Laithwaite of RedHeads Wine, a winery based in the Barossa Valley region of Australia. 'Sustainable is a widely interpreted term and you can apply it to different areas of production, from the making of the glass bottle to the energy used in the winery.'

RedHeads is one of the companies leading the charge as far as sustainability and winemaking are concerned. 'We moved to a new site in 2018 and had the opportunity to build a new winery from the ground up. That meant we could make a lot of environmental decisions,' says Laithwaite. 'We use solar power but what makes us different is that we also invested in batteries, making us 97 per cent purely solar power.'

He also explains that RedHeads' water management, which includes having built a dam and put in a system of filtration and UV treatment, means the winery can use water twice.

'We want to encourage people to think the same way,' says Laithwaite.

Another Australian brand that shows its love for the environment by focusing on sustainability efforts is The Hidden Sea. For every bottle bought, The Hidden Sea says it will remove ten single-use plastic bottles from the sea. The brand has removed more than five million bottles and plans to remove one billion by 2030, in partnership with the ReSea Project.

What of those who believe that using natural methods for wine production will compromise taste?

'There are good and bad wines in every type of production but a good organic or natural wine has so much to offer because it gives a true taste of the region it's made in,' says Dalwadi.

Laithwaite adds: 'In grape farming, when you stop using chemical fertilisers you allow fruit to grow at its natural rate, which gives it time to express itself better. The things people love about wine - flavour and aroma - occur naturally in the grape.'

However, natural wine doesn't stop a hangover. Sure, there might be fewer nasties in there - specifically much less sulphur dioxide, or sulphites, that occur naturally in any winemaking process but are often added in traditional winemaking as a preservative. And while sulphites can make people feel rough, the truth is if you guzzle a lot, you're going to need a fry-up in the morning.

A hangover is simply the result of too much alcohol,' says Laithwaite.

Are eco-friendly wines more costly? Yes, because production costs are higher for sustainable and/or organic wines but you can pick up a bargain.

The more mainstream eco-wines become - research from 2018 predicted a 50 per cent increase in the consumption of organic wine in the UK by 2022 - the better for our health and planet, if not for our hangovers.



Natural taste:
Lucy's Wines



Blue-sky drinking: Barossa Valley in South Australia, above, The Hidden Sea's pinot grigio, right, and a RedHeads shiraz, below



off the shelf

Hidden Sea Chardonnay 2021, Australia, 12%, Booths, down from £9 to £7 until February 15:

For every bottle you buy, Hidden Sea will remove 10 discarded plastic bottles from the sea. And the wine is good, with smooth, melon and citrus fruit. Everyone wins with this deal.



Reyneke Organic Chenin 2020, South Africa, 13.5%, Waitrose, down from £10.99 to £8.99 until February 22:

A glorious Chenin from one of the Cape's top wineries. Honeysuckle, stone fruit and crunchy apple freshness. Team with salmon en croute.



Taste the Difference Old Vine Garnacha DO 2019, Calatayud, Spain, 14%, Sainsbury's, down from £10 to £9 until February 8:

Old vines give deep flavours, and this wine is packed with plum and dark forest fruits overlaid with peppery spice. Try it with a hearty casserole.



Errazuriz Max Carmenère 2019, Aconcagua Valley, Chile, 13.5%, Tesco, down from £12 to £9 until February 14 for Clubcard holders:

Buy lots of this gloriously deep, smooth wine filled with blackcurrants, cherries, herbs and a hint of coffee. Great now but fabulous with a springtime barbecue too.



(3 Episodes (listen @ 3.20mins))



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ABOUT

Sustainababble: a weekly podcast about the environment, for and by the confused.

Your hosts Ol and Dave are supposed to be experts in how to save the planet. But why's everything got to be so confusing? Each week they try to get a little bit closer to enlightenment. They may fail.

They sift through the most egregious eco-guff out there, exposing the real eco villains vs the hapless incompetents.

It's topical, funny and hopefully more than a little cathartic. [Subscribe now](#) for your weekly dose of Babble, plopped straight into your earholes.

