



the drinks business

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DB GREEN AWARDS 2015: THE WINNERS



Winner: Amorim & Irmaos – Helix

In a close fought contest, Amorim's Helix won through thanks to its real wow factor. First unveiled to the trade in 2013, last year saw this twist-open natural cork closure pick up considerable momentum among producers, bringing it to the shelves of major retailers such as Trader Joe's in the US and German supermarket giant Edeka. With several of these producers boasting a strong environmental ethos, Helix's appeal lies in its ability to match the screwcap for convenience, while boasting all the sustainability credentials of natural cork. As this striking piece of innovation picks up commercial momentum, judges were keen to reward this exciting, appealing addition to the closures scene.

Runner up: Concha y Toro – Sunrise

This 2014 relaunch of Sunrise as Concha y Toro's first carbon neutral brand represents a major statement from the Chilean giant. Achieved by using a combination of lightweight and recycled glass, this carbon neutral status is complemented by Sunrise's partnerships with Chilean wildlife projects, making it a compelling option for consumers in search of an environmentally friendly wine choice.