

HELIX CLOSURE LANDS IN UK

14th May, 2018 by Rupert Millar A novel twist-off cork closure known as the 'Helix' is to be introduced to the UK after a South African producer in Berry Bros & Rudd's portfolio adopted it for one of its ranges. Launched at Vinexpo Bordeaux five years ago, the Helix has been adopted by Anthonij Rupert to seal its 'Protea' wine range. The Chardonnay and Sauvignon Blanc are available to buy from BBR both online and in-store, while the Protea Shiraz is currently being poured on board Virgin Atlantic Airways flights until 6 June this year. Katherine Dart MW, wine buyer at BBR, commented: "While Berry Bros. & Rudd may be the UK's oldest wine & spirits merchant, we are always keen to embrace the latest trends and innovations. "The ergonomically-designed cork together with threads inside the bottle neck ensure an airtight seal and enable effortless opening with a light twist. The bottle is resealable but unlike the screwcap, you still get the all-important cork-out-the-bottle 'pop' and it's also great for reusing and upcycling for anything from water to olive oil." Carlos de Jesus, marketing director at cork producer **Amorim**, which developed the Helix closure, added; "Since its launch, the revolutionary Helix system has already proved popular not only across Europe but also in the States. We are delighted that Helix, with its convenient ease-of-opening, and 100% sustainable cork benefits, can now be enjoyed and appreciated by UK consumers too." Share Tweet Share Pin +1