

# Press Book 2008-2009

## Yachting World Magazine - Green wine from the French



*March 2009*

There couldn't be a more politically correct economically sensible time to invest in commercial sail. **Tealdo Tealdi** reports on a new sailing ship to carry wine.

The CO<sup>2</sup> discharged by the 50,000 commercial ships plying the world's oceans each day has reached 1.1 billion tons, the international Maritime Organization recently reported. That's 4.5 per cent of the world's total annual output. This figure is set to increase to six per cent by 2020, as 90 per cent of goods are carried by ship. Mainly driven by the increase in the cost of fuel, several attempts to find more economic forms of transport are underway, which could also help address climate change. The use of sailing boats to carry goods that can afford a small increase in the final retail cost is part of this strategy. For this purpose, the Companies Transport Maritime à la Voile was established in France in 2005, to carry French wine from the Atlantic coast of France to Ireland and Great Britain.

## Off License - Wine Trends - Biodynamic Wines arrive on wind of change



*December 2008*

In a perfect combination of modernity meets antiquity, Ireland recently received a commercial shipment of biodynamic wines, normally that might be note worthy enough- however the real distinction here was that they arrived into Dublin under the power of sail, writes **Nigel Tynan**.(...)

## Green futures Magazine - Old World wine



*October 2008*

Sailing ship takes 'slow cargo' from France to Ireland

Tesco made a splash last autumn when it started to transport wine by barge along the Manchester ship canal. Now a French shipping company has taken the concept of 'slow freight' one step further, sending a sailing ship built in 1900 to carry a cargo of Languedoc's finest to Ireland (...)

## Wine and Spirit magazine - Fair Wind Wine in London



*October 9, 2008*

The tasting organized by Fair Wind Wine, an organisation dedicated to transporting wines on sailing boats in order to minimise its carbon footprint, was a bit of an own goal. Of the wines that are sold in the UK, the ones that caught my eye are made at Domaine Chamans Hegarty, which is part-owned by Sir John Hegarty, founder of the renowned advertising agency Bartle Bogle Hegarty. (...)

## Wine Business International - Oil prices change the face of wine logistics



*September 2, 2008*

As the price of fuel continues to rise and the question of carbon footprints becomes more urgent, alternative means of transport are becoming more attractive, argues James Graham. Trains are proving one popular alternative to road transport - and even old-fashioned sailing ships are making a come-back.

## Inshore Ireland - First cargo of “green” wine arrives in Dublin by J. Ashmore



*August, 2008*

On the evening of 24 July, the tall ship, Kathleen & May, quietly slipped passed Dalkey Island, bound for the port of Dublin, on a most unusual journey. The 108 year-old schooner was delivering a cargo of wine the first such shipment, in “green” energy transportation terms, between European ports since the era of sail.

## Lloyd’s list - At the forefront of wind technology



*August 19, 2008*

SAILING with the wind is in fashion again, writes Nora Luttmmer. Sailing like our ancestors did is what the Compagnie de Transport Maritime a la Voile, which describes itself as Europe's newest merchant navy under sail, promotes. The company aims to transport wine, and other goods, by traditional sailing ships. It says that this method worked for thousands of years before the 19th century and it should again work today.

## The Sunday Business Post - Wine in their sails



*August 17, 2008*

On the dockside at Sir John Rogerson's Quay in Dublin, winches creak as pallets of wine rise up from the hold of a three-mast clipper. For the first time in two centuries, wine is landing in Dublin under sail, a development which Frederic Albert, president of Fair Wind Wine and one of the founders of the Compagnie de Transports Maritime à la Voile - or CTMV for short - describes as “incredibly exciting”.

## Ottawa Citizen - Old Ways new again for French merchants

*August 9, 2008*



Old ways new again for French merchants; A shipment of **wine** from France to Ireland is being touted as a green and ultimately cheap alternative to fuel propulsion, writes Adam Sage.

His initiative comes with the French Association of Ship-owners predicting that wind-powered vessels could capture 0.5 per cent of the commercial shipping market, which transports 90 per cent of the world's traded goods.

## Irish Independent - Red, White... or a bottle of “green” wine maybe ?

*July 26, 2008*



CONNOISSEURS will be able to test their discerning palates on the first shipment of "green" wine to arrive into Ireland. Over 21,000 bottles were included in the environmentally-friendly shipment that arrived in Dublin yesterday from Brest in the south of France aboard a 108-year-old sailing ship. Frederic Albert, of French firm CTMV, is pictured at Sir John Rogerson's quay yesterday with the **wine**. The use of the sailing ship, rather than a truck, will cut carbon emissions.

## The Irish Times - An Irishman's Diary

*July 25, 2008*



The old nautical/drinking term "three sheets to the wind"\* may get a new lease of life this morning when a ship called the Kathleen May docks at Dublin's Custom House Quay, after a six-day journey from Brest, writes **Frank McNally**

## The Times - All ships make a comeback as oil prices hit exports

*July 23, 2008*



A British schooner docked in Penzance yesterday carrying 30,000 bottles of **wine** on a voyage that enthusiasts believe will herald a return to wind power in merchant shipping. The first commercial cargo of French **wine** to be transported by sail in the modern era is due in Dublin this week after a six-day journey, which is being touted as a green and ultimately cheap alternative to fuel propulsion.

## The Irish Times - Treasury powers ahead with eco city plan

*July 14, 2008*



### Wine sail ahoy

**WIND POWER:** OIL PRICES at an all-time high and increasing concern about the carbon footprint of our imports have led a French **wine** maker to deliver its first shipment of **wine** to Ireland using a 108-year-old sailing ship. The company (CTMV) has calculated that each bottle will save 138.9 grammes of carbon emissions compared to conventional, oil-fuelled shipping practices.

## Irish Independent - Fair wind to bring 'green' wine at city plan

*June 28, 2008*



**GREEN wine** may not sound that appealing to the connoisseur, but the first batch of 20,000 bottles is to hit our shelves this summer, and the price could yet be tempting. A French firm expects to deliver its first environmentally friendly shipment of **wine** to Dublin on July 22 in a 108-year-old sailing ship, before branching off to build routes to Canada, Britain and Denmark.

## The Sunday Business Post - Tall ship wine could be a taste of the future

March 2, 2008



Saving the planet while shipping a nice Bordeaux from the comfort of your living room seems like a great idea. But will consumers pay extra and businesses take a bottom-line hit to reduce their carbon footprint, asks Martha Kearns.

"I wanted to do something for the planet, as well as for wines from Languedoc," said Albert, founder of shipping company Compagnie de Transport Maritime a' la Voile (CTMV).

CTMV already has 50 wine producers to supply the product. Seven private investors have contributed 70 per cent of the business's start-up costs, estimated at 50 million.

## The New Zealand Herald - French send wine by sailboat

February 25, 2008



French vineyard owners are returning to a slower pace of life by starting to export their wine by sailing boat - a method last used in the 1800s - to reduce their carbon footprint. While the French are pioneering the export of wine by sailing ship, the British have already started moving it via canal. Last October the supermarket Tesco started ferrying wine by barge from Liverpool to Manchester along the Manchester Ship Canal. The move took 50 trucks off the road every week and cut carbon emissions by 80 per cent, Tesco claimed.

## Agence France Presse - Wines to be shipped under sail to save carbon

February 20, 2008



The first cargo of wine shipped from France by sail since the late 1800's will arrive in Ireland from the southern Languedoc region next month, saving an estimated 140 grams (4.9 ounces) of carbon per bottle, compared to a regular shipment. "My idea at the beginning was to do something for the planet and something for the wines of Languedoc," said Frederic Albert, founder of the shipping company, Compagnie de Transport Maritime à la Voile, CTMV.