



Media Release

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Barokes Wine-in-a-Can technology paves the way for Singapore's Ready-To-Drink-Wine (RTDW™) market

Leading the way in innovation with superior technology and patent

Traditional wine consumption enters a new era in Singapore with the introduction of Barokes innovative and patented Wine-in-a-Can (Vinsafe®) wine packaging technology. Barokes' (Vinsafe®) world first technology has been designed to deliver premium quality wine with stability and longevity to the can generation (18-39 year olds) who are adopting the product for its distinctive convenience and safety benefits as well as premium quality.

Barokes is strengthening its position in Singapore as the only company to have been granted a Singaporean patent for its innovative product, Wine-in-a-Can (Vinsafe®). With a growing focus now placed on patented products, Barokes' Wine-in-a-Can (Vinsafe®) technology has a priority date of 2001, helping to further strengthen Barokes' reputation in Singapore and globally.

Barokes is the only patented canned wine in Singapore. Barokes' Vinsafe® product delivers premium quality, stability and longevity. It also holds this patent status around the world, including countries such as Australia, Japan, South Africa and New Zealand and over 130 patents pending (under the International Patent Co-operation Treaty).

For a company like Barokes, success is forged not only by the quality of the wine itself but also in the innovation of its Vinsafe® packaging. The recognition of a Singaporean patent is an important process towards cementing Barokes' position as a world leader for the Wine-in-a-Can technology.

"This is an important milestone for us, as we have worked hard over 9 years to successfully develop Vinsafe® wine in a can and are pleased to have our product recognised as a world leader," said CEO, Greg Stokes. "This is why we want to make sure that consumers understand the technology behind our product and are wary of imitation products. To assist consumers, each of our products carries the Vinsafe® seal of quality (shown below)."





The Barokes venture began in Australia in 1996. Stokes and winemaker Steve Barics had a vision to create a wine packaging system which would deliver premium quality wine with stability and longevity, in a convenient vehicle which suits the consumption habits of the can generation (18-39 year olds). Extensive research resulted and would finally create the Vinsafe® technology that the company is renowned for today. This technology incorporates three key and patented requirements including:

- the wine parameters (managed by a Master of Wine);
- the lining on the inside of the aluminum can to protect the wine; and
- the filling specifications.

The first of its kind in Singapore, Barokes is set to revolutionise the way Singaporeans consume wine, particularly younger consumers, as the company creates a new liquor category in Ready-to-Drink-Wine (RTDW™).

Barokes' award winning premium wine has been making waves in Australia and also on the international scene, with the product currently available in Belgium, Germany, Netherlands, Spain, Portugal, Denmark, Singapore, Canada, New Zealand, Taiwan, Hong Kong, Japan and soon in the USA, with plans to launch in China, Korea, and the Philippines later in the year.

The Barokes range includes:

- Cabernet Shiraz Merlot,
- Chardonnay Semillon,
- Bubbly Cabernet Shiraz Merlot
- Bubbly Chardonnay Semillon,

“We believe that this is a unique product which is well suited to the Singaporean lifestyle and with the power to change the way people consume wine” said Stokes.

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About Barokes:

Barokes is unique in that they have perfected the technology to produce and deliver premium wine in an individually sized, sealed 250 ml can. Using the innovative Vinsafe® wine packaging system, the world's first patented technology for producing and packaging wine in a can, Barokes has produced a range of wines renowned for premium quality, stability and longevity. Nine years of extensive research and development have been committed to creating this purpose build product for the global wine market. The current range includes a Cabernet Shiraz Merlot, Chardonnay Semillon, Bubbly Cabernet Shiraz Merlot and Bubbly Chardonnay Semillon. This award winning wine has taken the export market by storm and Barokes currently distribute in nine markets, including Australia, Europe, USA and a number of south East Asian countries. For more information, please visit <http://www.wineinacan.com>

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