



Media Release

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Barokes Wine-in-a-Can technology paves the way for New Zealand'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 New Zealand with the introduction of Barokes innovative and patented Wine-in-a-Can (Vinsafe®) wine packaging technology. Barokes' (Vinsafe®) world first technology not only offers winemakers a unique, alternative distribution method for their wine products, but it 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.

As the only company to have been granted a New Zealand patent for its innovative product, Barokes are currently in negotiations with several major wineries and wine regions who wish to license the Vinsafe® technology. In addition to its already successful exporting business, Barokes expects this arm of its business to contribute significantly to the overall growth and profitability of the company in the next few years.

"We believe that our patented wine in a can technology can also help to alleviate concerns over what to do with excess quality wine production – something currently being experienced in many wine regions, including New Zealand", said Barokes CEO, Greg Stokes.

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 New Zealand, Barokes is set to revolutionise the way New Zealanders consume wine, particularly younger consumers, as the company forges a new liquor category in Ready-to-Drink-Wine (RTDW™).

“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 Greg. “There has been incredible demand for our patented wine packaging technology worldwide and we are confident the product will enjoy great success in New Zealand”

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, Taiwan, Hong Kong, Japan and soon in the USA, with plans to launch in China, Korea, and the Philippines later in the year. Barokes holds the patent status around the world, with patents granted in Japan, South Africa, Singapore, Australia and New Zealand and another 134 patents pending (under the International Patent Co-operation Treaty).

The Barokes range includes:

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

“We are very excited to be launching Barokes wine in a can into the New Zealand market and look forward to forging a new liquor category – the ready-to-drink wine (RTDW™) segment in this market. We believe that this is a unique product which is well suited to the New Zealand lifestyle and with the power to change the way people consume wine” said Greg 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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