



Media Release

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'Wine in a can' perfect for every bar and club around Australia!

Barokes patented - wine in a can is ideal for all bars and clubs around Australia where nasty glass breakages are common and where drink spiking is on the rise. Barokes wine in a can is a quality ready to drink beverage, which can be consumed safely and eliminates the risk of attracting predators.

Forging a new liquor category - ready-to-drink wine (RTDW™) Barokes have a unique product and believe that innovation has the power to change the way people consume wine. Barokes is currently enjoying international success as it expands into new markets across the globe - including Japan, Hong Kong, Singapore, Taiwan, Canada, New Zealand, Norway, Finland, Sweden, Iceland, throughout Europe, and the US where consumers appreciate the quality assurance of patented products.

Barokes wine in a can's target market include innovative new consumers who enjoy going out and clubbing and the 'convenience' consumers who enjoy the product whilst playing sport, typically sailing or playing golf.

The current range includes something to satisfy every palate:

- Cabernet Shiraz Merlot
- Chardonnay Semillon
- Rosé
- Bubbly Cabernet Shiraz Merlot
- Bubbly Chardonnay Semillon
- Bubbly Rosé

Barokes have successfully marketed Vinsafe[®], the innovative and globally patented wine packaging system which allows premium Australian wine to be canned with stability and longevity (with a shelf life of up to five years). This process has been achieved through ten years of research and



development and is supported by intellectual property including confidential information, trademarks, copyright and patents.

In Australia, Barokes wine in a can is distributed throughout the country in over 300 stores through a number of wholesale networks and is gaining notable presence in cafes, bars, clubs and hotels.

Barokes Vinsafe® wine in a can is equivalent to two standard drinks. It is intended as the introductory bridge ready to drink wine (RTDW™) for the new age wine consumer as they enter into the wine experience.

Barokes wine in a can retails for approximately \$4.59.

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About Barokes Wines –

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, Rosé, Bubbly Cabernet Shiraz Merlot, Bubbly Chardonnay Semillon and Bubbly Rosé. This award winning wine has taken export markets by storm and Barokes currently distribute in sixteen markets, including Australia, throughout Europe, the Nordic countries and the USA, Canada, New Zealand and a number of south east Asian countries. For more information, please visit <http://www.wineinacan.com>

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Barokes Wines

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