



Press Release

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Melbourne

Burnett Goes for Barokes

Leo Burnett Melbourne recently announced it had won the Barokes Wines account in a competitive pitch against three Melbourne agencies, Spinach, Sputnik and Hoyne.

Not just another wine company, Barokes is unique in that they have perfected the technology to produce premium wine in an individually sized, sealed 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. Barokes currently distribute their wines throughout Australia, Japan, Taiwan, Hong Kong, Malaysia, Singapore and Europe.

"In looking for an advertising agency, we needed a partner with an understanding of the beverage market, strong strategic thinking and an international network to assist in our aggressive export plans" said Chief Executive Officer, Greg Stokes.

"Leo Burnett just did a great job. A product like ours faces many challenges in overcoming barriers to trial and Burnett demonstrated a clear way forward for our communications. We're really excited about what they can bring to our company."

Melinda Geertz, Managing Director of Leo Burnett Melbourne said "It's not often we get to work with a totally unique product, particularly one with so much scope for success. The Barokes team has done an outstanding job developing their product and building solid distribution over the past 7 years, and we're so pleased to be part of the communications launch."

"And yes, it really does taste great. You'll be amazed." said Geertz.

The assignment is to cover brand and communications development throughout Australia and overseas. Billings are undisclosed but are estimated at less than A\$10 million across all export markets.

Contact:

Barokes Wines:

Irene Topalidis, Head of International Marketing, 0416 284 808

Leo Burnett:

Melinda Geertz, Managing Director Melbourne, 0407 315 027