



**Media Release**

**September 15, 2005**

**“ADD A SPLASH OF TASTE, ANYWHERE”...  
WITH BAROKES WINES NEW SUMMER AD CAMPAIGN**

Melbourne based Barokes Wines, creators of the innovative and patented Wine-in-a-Can (Vinsafe®) technology and creators of the new Ready-to-Drink Wine (RTDW™) liquor category, spring into summer with the launch of their first ever major advertising campaign, commencing October 2.

The advertising campaign aims to promote the convenience and versatility messages of the unique Wine-in-a-Can product, utilising their “*Add a splash of taste, anywhere*” tagline throughout the various executions.

Coinciding with the commencement of the much loved outdoor season, the campaign takes in the following:

- Print advertising in magazines such as Cosmopolitan, Marie Claire ;
- Principal sponsorship of the Moonlight Cinema nationally, including wine category exclusivity, venue/program/website advertising and featuring several purpose made, ‘old film’ themed 30 second advertisements to be screened at all MC locations;
- Adshell advertising in major capital cities including Sydney, Melbourne, Brisbane, Adelaide and Perth; and
- A national consumer promotion driven through retail outlets and including giveaways of four brand new Honda *Today 50* scooters.

The campaign creative captures Australian’s favorite moments, whether it be relaxing on the beach or sitting by a cosy camp fire, positioning Barokes as the perfect companion to any occasion, particularly those set in the outdoors. Showcasing their award-winning range, Barokes Wines captures the free spirit and ease of use to appeal to their core target audience, the ‘can generation’ (18-39 year olds), who are adopting the product for its distinctive convenience and safety benefits as well as premium quality.



“We have strived to create something that is highly innovative and that will revolutionise the way people, especially the younger generation, experience wine. The new campaign encapsulates everything we love about the great outdoors and we are confident it will connect with consumers across Australia,” said Greg Stokes, CEO Barokes.

The Barokes team worked closely with advertising agency Leo Burnett in Melbourne over several months to ensure the ad campaign was distinctly Barokes, yet also appealing to wine lovers of all walks of life, hence the involvement of renowned photographer, Stuart Crossett, who was commissioned to shoot the campaign at Victoria’s spectacular Wilson’s Promontory National Park.

ENDS

#### **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 built 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, South Africa and a number of south east Asian countries. For more information, please visit <http://www.wineinacan.com>

For further enquiries, product, images or interviews please contact:

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