



Media Release

March 29, 2005

Barokes Wine in a Can a Successful Translation in Japan

Not lost in translation ... the Japanese have been quick off the mark to appreciate the innovative technology behind the successful wine in a can idea. Barokes Wines have recently been granted a Japanese patent for wine in a can. The wine in a can (Vinsafe[®]) technology has a priority date of 28 September 2001, thereby strengthening Barokes' reputation for cutting edge technology.

Barokes Wine in a Can has been a rapidly growing market force in the Asian market. The star performer for Barokes in the Asia Pacific region is Japan. There has been so much demand for this 'world first patented wine product' that Barokes have actually opened an office in Tokyo in February 2005 to service the Japanese market alone.

A big hit in Karaoke Bars and the fashionable Harajuku precinct, Barokes Wine in Can is fast becoming the preferred sophisticated beverage for Japan's young dedicated followers of fashion!

Barokes Wine in a Can made a splash in the Japanese market in 2002 and is now sold throughout Japan including prime location railway station kiosks in Tokyo and Nishi Ogikubo which have a passing trade of millions of commuters each week. In 2004 Barokes launched the first of a series of successful promotions in conjunction with a high end pizza restaurant and take away outlet where pizza and wine were delivered directly to customers. The combination of wine and pizza proved to be irresistible whilst also a clever way of sample trialing in essentially a difficult market. Nimble delivery boys on scooters favored Barokes Wine in a Can because of the non breakable nature and quality of the product. Barokes Wine in a Can also sponsored the Nippon Cup (sailing) in 2004 in conjunction with UBS and HSBC and even managed to tantalize the taste buds of visiting royalty, Princess Alexandra of Greece!

Chief Executive Officer of Barokes Wines Mr Greg Stokes is understandably pleased with the acceptance in the difficult Japanese market!

"Japan has very stringent packaging requirements. They don't like copy products and will only stock original and patented products. Japan doesn't support copiers of innovative products and



respect patents of other countries and it is the hardest market to penetrate within Asia. Once this is achieved though, the Japanese consumer will loyally support the product. In 2005, Barokes expect to export approximately 10 containers to Japan valued at AUD\$1million.”

Renowned Australian Master of Wine, Peter Scudamore-Smith oversees product development and quality assurance for Barokes Wines and has followed the success of Barokes Wine in Can in Japan with a keen interest. Observes Peter:

“Barokes are providing taste profiles which have not yet been discovered by the traditional European wine suppliers. As the Japanese palate is analytical in the isolation of taste and taste sensations, Barokes have built a product to suit. As a can consumed product, Barokes have the unique advantage of presenting wine flavours in a light that wine-from-glass cannot provide”.

Barokes Wine in Can is currently exported to Singapore, Taiwan, Malaysia, Hong Kong and Japan and is planning to launch in, China and Korea later in the year.

Barokes Wine in Can retails for ¥385 (AUD\$4.80).

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About Barokes Wines –

Barokes is unique in that they have perfected the technology to produce 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 intensive 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.



Barokes
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This award winning wine has taken the export market by storm and Barokes currently distribute in nine markets, including Australia, Europe, Japan and a number of South East Asian countries

Visit Barokes online at <http://wineinacan.com>.

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