



**Media Release**

**July, 2005**

## **Barokes Wine-in-a-Can set to dominate in Japan**

### ***Leading the way in innovation with superior technology and patent***

Barokes Wine in a Can is strengthening its position in Japan as the only company to have been granted a Japanese patent for its innovative product, Wine-in-a-Can. With a growing focus now placed on patented products in Japan, Barokes' Wine-in-a-Can (Vinsafe®) technology has a priority date of 28 September 2001, helping to further strengthen Barokes' reputation in a country who does not favour "copy cat" brands.

The announcement also coincides with the conception of Japan's first court dedicated to cases concerning patents and other intellectual property rights (Intellectual Property High Court) in April.

Unlike other canned wine products in Japan, Barokes is the only patented canned wine. Barokes' Vinsafe® product delivers premium quality, stability and longevity. It also holds this patent status around the world, including countries such as South Africa, Singapore, Australia and New Zealand.

"Japan has very stringent packaging requirements", said Greg Stokes, CEO Barokes. "They will only stock original and patented products and don't like imitations. It is great to see that Japan doesn't support copiers of innovative products and that it respects the granting of patents."

For a company like Barokes, success is forged not only by the quality of the wine itself but also in the innovation of its Vinsafe® packaging. The recognition of a Japanese patent is an important process towards cementing Barokes' position as a Japanese and world leader for the Wine-in-a-Can technology.

"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. "This is why we want to make sure that consumers understand the technology behind our product and are wary of imitation products. To assist consumers, each of our products carry the Vinsafe® seal of quality (shown below)."



Japan is the hardest market to penetrate within Asia, however there has been so much demand for this 'world first patented wine product', that Barokes opened an office in Tokyo in February 2005 to service the Japanese market.

“Through further recognition of our patent, we are hoping that Japanese consumers will loyally support the product,” said Greg. “In 2005, Barokes expects to export approximately 10 containers to Japan valued at AUD\$1million.”

The Barokes venture began in 1996, when CEO Greg Stokes and winemaker Steve Barics joined together to take part in extensive research that would finally create the Vinsafe<sup>®</sup> technology that the company is renowned for today. This technology incorporates three key and patented requirements including: the wine parameters (put together by a Master of Wine); the lining on the inside of the aluminium can to protect the wine; and the filling specifications.

Barokes Wine-in-a-Can made a splash in the Japanese market in 2002/03 and is now sold throughout the country, including prime railway station 'Wine & Dine' outlets in Tokyo which has a passing trade of millions of commuters each week. It has been a rapidly growing market force in Asia, with Japan recognised as one of their most strategic operations in the area.

Barokes Wine in Can is currently exported to Belgium, Germany, Netherlands, Spain, Portugal, Denmark, Singapore, Canada, New Zealand, Taiwan, Hong Kong and Japan and is planning to launch in China, Korea, Philippines and the U.S later in the year.

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**Barokes**  
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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, Japan 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:

Irene Topalidis  
International Head of Marketing  
Barokes Wines  
Phone: +613 9684 7277  
Mobile: +61 416 284 808  
Email: [irene.t@barokes.com](mailto:irene.t@barokes.com)

Lindyl Le Roux  
Account Manager  
Hill & Knowlton  
+612 9286 1237  
+61 410 606 722  
[lleroux@hillandknowlton.com.au](mailto:lleroux@hillandknowlton.com.au)

**Japanese Distributors -**

Meisho Co. Ltd  
TSUKIJI-SK Bldg 4th FL  
2-1-16 TSUKIJI, CHUO-KU  
TOKYO, 104-0045  
Tel: Tokyo 03-3524-1832  
Fax: Tokyo 03-5565-6969

Nihon Shurui Hanbai Co. Ltd  
2-1, Yaesu 2-Chome, Chuo-Ku, Tokyo  
104-8466 Japan  
Tel: 81-3-3273-4955  
Fax: 81-3-3273-1786

Nurihiko Co. Ltd  
2-9-2, Kyobashi, Chuo-ku, Tokyo  
104-0031 Japan  
Tel: 81-3-5569-7821  
Fax: 81-3-5569-7826

Shinpoh Foods Co., Ltd  
No. 1-2-20 Ohmori  
Honcho Ohtaku, Tokyo  
Tel: 81-3-5763-2411  
Fax: 81-3-5763-2420

**Barokes wine in a can be purchased in the following retail outlets in Japan -**

**Department Stores**

Daimaru  
\*Kobe  
\*Kyoto  
\*Tokyo  
\*Shinsaibashi  
\*Umeda  
Printemps - Ginza  
Matsuzakaya - Nagoya  
Matsuya - Ginza  
Mitsukoshi - Matsuyama  
Sogo - Kobe  
Sogo - Tokushima  
Sogo - Seisin

Hankyu - Ooi  
Seibu - Tsukuba  
Seibu - Takatsuki  
Seibu - Yao  
Saikaya - Yokosuka  
Tenmaya - Hiroshima Alpark  
Tenmaya - Hacchobori  
Tenmaya - Takamatsu  
Fukuya - Hiroshima  
Fukuya Honten  
Iyotetsu Takashimaya  
Jyuuji-ya-Sendai

**Railway Stations**

Wine & Dine - Tokyo

Wine & Dine - Nishi Ogikubo



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**Supermarkets**

Tsunekawa – Aobadai  
Tsunekawa – Mizonokuchi  
Daimasu-Asakusa  
Ikari Super – 12 stores  
Advance Kuriyama (Shimizuya)

**Liquor Stores**

Sakakura Tohzaki – 4 stores  
Frontier Liquors Hasegawa

**Restaurants & Hotels**

Toyoko INN  
Kanso Bar – Osaka  
Café Palm Branch (AI Sugiyama)  
Tokyu Madarao Golf & Ski Resort Hotel  
Manseikaku – Hokkaido Group