



**Media Release**

**September 7, 2005**

## Helping to celebrate everything you love about summer and the great outdoors with Barokes wine!

We all know how much Australians love the outdoors and with the warmer months just around the corner, you can't go past Barokes uniquely packaged wine to complement any occasion. Barokes world first patented product, Wine-in-a-Can (Vinsafe®), is a premium single serve wine product designed specifically for the outdoors, offering consumers unique convenience, safety and versatility.

Barokes is the perfect companion for wine lovers of all walks of life. From innovative new consumers who enjoy going out and socialising, particularly at outdoor events, to the 'convenience' consumers who enjoy the product whilst being active and playing sports such as sailing or golf, Barokes is the perfect 'al fresco' companion.

Packaged in a convenient and versatile slim-line can that incorporates innovative and patented Vinsafe® technology, Barokes offers consumers two standard glasses per serve - helping to eliminate wastage and perfect for when you are on-the-go. Opening up a new realm for the new-age wine consumer, Barokes Vinsafe® wine packaging technology promises premium quality, stability and proven longevity.

Barokes is available in unique Mix-Paks allowing consumers to pick and choose any combination of their favourite blends - offering more choice, flexibility and value than ever before. Additionally, Barokes delivers an environmentally friendly product that eliminates the risk of nasty glass breakages.

The current range includes something to satisfy every palate:

- Cabernet Shiraz Merlot,
- Chardonnay Semillon,



**Barokes**  
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- Bubbly Cabernet Shiraz Merlot
- Bubbly Chardonnay Semillon,

“Barokes is forging a new liquor category – the ready-to-drink wine (RTDW™) segment. We have a unique product and believe our innovation has the power to change the way people consume wine” said Greg Stokes, Barokes CEO.

Barokes wine in a can retails for approximately \$4.59 and is available throughout Australia through selected premium liquor outlets, In addition to being available from bottle stores across the nation, Barokes is also gaining traction within hotels (mini-bars), cafes, restaurants, nightclubs and outdoor entertainment venues..

Barokes is the only patented canned wine in the world and is currently enjoying international success as it expands into new markets across the globe - including Japan, Hong Kong, Singapore, Taiwan, Canada, New Zealand, throughout Europe, and the US where consumers appreciate the quality assurance of patented products.

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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, 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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