



Media Release

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'Wine in a can' is perfectly packaged for every occasion!

Barokes Wines have uncorked history and created a world first product – **wine in a can (Vinsafe®)**. Last year, with the success of winning a Silver Medal for their Sparkling Chardonnay and Merit Award for their Chardonnay at the Wine for Asia Singapore Expo the product is firmly making a significant impact in the wine market world wide.

2005 sees a new innovative packaging design for the can. The focus was to dramatically improve the appeal and attractiveness of the cans in the stores.

The target markets for wine in a can include innovative new consumers who enjoy going out and clubbing and the 'convenience' consumers who enjoy the product whilst playing sport, typically sailing or playing golf.

As Greg Stokes, Chief Executive Officer, states: "Barokes wine in a can has already significantly impacted the wine industry by opening new markets for wine both geographically and demographically. We are thrilled with the new packaging and our extensive market research indicates that this new look has great appeal to our target audiences, both locally and overseas. We are really excited about the overall success of the product and are looking forward to further expanding into global markets in the upcoming months."

How did wine in a can come about?

Wine in a can was created by Barokes Wines Directors, Greg Stokes and Steve Barics. For Greg it was during a quieter moment, in a Jacuzzi when he had his 'Eureka' moment. Greg was watching the cricket on TV, drinking a glass of wine when the wine bottle fell into the Jacuzzi and nearly broke!

Extensive research and development commenced in 1996 into the development of the Vinsafe® wine packaging system. The process was meticulous and exhaustive and included technical



research, wine construction, test packaging and development of the 'Barokes Principle' all which has resulted in the patenting of a world first product, in a world first product category, Barokes wine in a can.

Why wine in a can?

Well for many reasons, but first, be assured that this is not wine flavored fizzy water. Barokes wine in a can is a damn fine drop! Master of Wine, Peter Scudamore-Smith has been working with the Barokes team in creating a range of premium wines, which will sit alongside an elegant dinner as much as an alfresco picnic.

Convenience is also a key feature for the Barokes slimline can. Gone are the days of the unfinished bottles of wine loitering around in the kitchen. Barokes wine in a can provides a perfect size product for popping into your hand bag whilst off to a party and it is so much nicer than a brown paper bag.

Drinking safely is also a critical issue with the incident of drink spiking on the rise. For many young revelers Barokes wine in a can presents a ready to drink beverage, which can be consumed safely and without attracting predators.

Barokes have successfully marketed Vinsafe[®], the technology of safely sealing wine in a can with a proven shelf life of up to five years. This process has been achieved through nine years of research and development and is supported by intellectual property including confidential information, trademarks, copyright and patents.

In Australia, Barokes wine in a can is distributed throughout the country in over 300 stores through a number of wholesale networks, including in NSW in early April 2005. The product is a 'sunshine' product in that it sells very well in the warmer climate states i.e Queensland and Western Australia. In South Australia the product is prominent in cafes, bars and hotels and in the cooler states such as Victoria and Tasmania, the product is sold in liquor stores and supermarkets.

Overseas, Barokes wine in a can is successfully being exported into nine overseas markets, including a number of Asian countries, Japan and more recently Europe where the product is being distributed through 40 Oil and Vinegar outlets in three countries, including The Netherlands, Germany and Belgium. Greg Stokes states, "We are delighted to be selling Barokes wine in a can



back to the home of premium quality wine regions throughout Europe. Furthermore, we expect to commence exporting to additional markets this year, including Scandinavia, Canada, USA and New Zealand.”

This unique Australian invention has patents granted in Australia, South Africa, New Zealand, Singapore and more recently in Japan. There are also patents pending in up to 139 countries, including Europe, USA and UK, under the International Patent Co-operation Treaty.

Barokes Vinsafe® wine in a can is the perfect alternative for any occasion and is equivalent to two standard drinks. It is intended as the introductory bridge ready to drink wine (RTDW™) for the new age wine consumer as they enter into the wine experience.

Barokes wine in a can retails for approximately \$4.59 and is available throughout Australia.

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About Barokes Wines –

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 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. 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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