



Company Profile

Value Statement

Customer is King

Never forget that without our customers we are nothing.

Quality is Key

The key to our success is providing a quality product, consistently.

Innovation is our Foundation

Our business is founded on the principles of relentless innovation and the pursuit of ideas to fruition.

Individuals make up the Global Barokes Team

We recruit the best people we can and strive to provide them with an environment which promotes respect and a cohesive team approach driven by Vision, Innovation and Passion.

Convenient Quality for a New Generation of Wine Consumer is what we do!

Our aim is that wine be enjoyed whenever and where ever consumers wish to drink it. A new generation of consumers expect this and Barokes has created a new global beverage category to meet this demand.



About Barokes Wines

Barokes innovative and patented Vinsafe[®] wine packaging system incorporates three vital elements to successfully deliver Wine in a Can including: wine construction, can lining and filling specifications that enables premium quality, stability and longevity.

Like the 'cask' in the 1970s, Barokes' world first patented system of producing and packaging a premium quality wine in an individually sized sealed can (Vinsafe), will revolutionise wine consumption. By offering premium quality wine in a convenient, safe, single serve, slimline can, Barokes are opening new markets for wine geographically and demographically, thereby increasing the overall consumption of quality wine. Vinsafe has been created from a combination of unique grape growing, winemaking and packaging techniques to create an innovative wine packaging system. The wine so far has a proven stable shelf life in excess of 5 years and contains minimal preservatives. It offers specific benefits to the consumer, namely: quality, integrity, convenience, safety, reliability, immediacy, transportability and the health benefits that arise from containing minimal preservatives.

Barokes was established in 1996 as a partnership between Greg Stokes and Steve Barics, successfully producing and marketing a number of fine, low preservative, bottled wines under the 'Benchmark' label.



A passion for wine *connects* 



The idea of producing premium quality wine that could be canned was conceived in 1996 after an incident where a glass bottle of wine accidentally fell into a Jacuzzi, almost breaking. Necessity breeds invention! From this incident the idea of packaging premium quality wine in a safe, convenient container was conceived and the research into the Vinsafe system commenced.

Technical research, wine construction, test packaging of wine and development continued for the next five years, with the Vinsafe (Wine in a Can) patents being lodged in Australia.

Barokes now operates on a global basis. Producing and marketing product within Australia and exporting to over thirty international markets.

Barokes' globally patented Vinsafe technology is the only recognised Wine in a Can packaging system in the world proven to successfully produce premium international award winning wines in a can. Barokes license the Vinsafe technology to other wine producers who are keen to safely can their wines and grow their brands through new market and consumer segments.



Products



Several generations of winemaking experience are behind the creation of the Vinsafe range of premium quality wines. Sourcing the grapes from a range of premium wine growing regions, the grapes are grown to specification and wine produced utilising the unique patented Vinsafe process. The strict and patented specifications for the wine are managed by Masters of Wine, Peter Scudamore-Smith and Philip Goodband under confidentiality and commercial agreements that are in place to protect. The Vinsafe symbol guarantees the integrity and quality of the wine.

Vinsafe is the only wine in a can packaging system backed and endorsed by two Masters of Wine – a universally proven and accepted system that is safe and trusted by consumers around the world.

The wine is carefully matured to achieve its peak, then captured and retained by hermetically sealing in specifically laminated 200ml and 250ml 2 piece cans and 300ml can bottles. The Vinsafe system preserves the wine at its peak, with only minimal preservatives required, until such time as it is opened and enjoyed. Extensive technical research and development over the past decade has proven our technology and products premium quality, stability and longevity.

Barokes currently produce a number of Australian wine ranges and have also launched a French range produced in Bordeaux, France. This French range was the first in Barokes' 'Wines of the World' initiative where wines from different wine regions will be produced to Vinsafe specifications for specific markets. Most recently Barokes have also produced a quality Chilean wine in Japan for the Japan market.

More recently Barokes have launched a range of Australian and Chilean wines under the Lovers Wine brand in a slim aluminium bottle can. This is 2nd generation technology with all the benefits of an aluminium can and premium feel previously only conveyed by conventional glass bottles.



Vinsafe Benefits

1. Convenience

The individually sized aluminium containers are ideally suited to situations where an individual serve is required, such as airlines, trains, boats, outdoor events, nightclubs, cafes and sporting events. Lightweight, easy to consume, portion control, ideal size for any outdoor consumption (less wastage and portable), special events, parties, camping and for occasional drinkers.

2. Safety and Security

Provides the security and peace of mind of a non-breakable, tamper proof container. This is of particular interest to event organisers (no glass policy) and transport such as airlines where glass can be used as a weapon. Also ideal for family occasions such as barbeques, picnics and poolside.

3. Reliability

The globally patented Vinsafe technology avoids factors that can cause wine spoilage such as oxidation or cork taint. Additionally, drinks stay fresher and last longer in aluminium cans using Vinsafe.

4. Ready to Drink

As part of the Vinsafe patented packaging system the wine is made according to the Barokes original and exclusive process, then sealed in a can at its optimal stage of maturity.

5. Minimal Preservatives

Vinsafe® is attractive to the health conscious and those with particular concerns about preservatives and additives.

6. Easily Transportable

Where space and weight is at a premium (for example on aircraft), Vinsafe offers an easy lightweight safe packaging system for storage and transport. Lightweight, space saving, stackable and easily transported.

7. Environmentally Friendly Packaging

Aluminium is 100% recyclable and the only closed loop recycling process - aluminium cans are turned back into aluminium cans with only 5% of original energy used to create aluminium required to recycle it. Additionally, Vinsafe cans chill quickly thereby reducing energy required to chill.

8. International Award Winning Wines

Barokes Wines have to date been awarded over 400 medals at international wine competitions against thousands of bottled wines. Major medals include numerous trophies, Platinum, 'Best in Class', Gold, and nominations for 'Best at Show'. No wine in a can product has ever achieved such distinction in a major international wine competition and these medals are more than many bottled wines could ever hope to achieve!

9. Globally Patented Technology

Barokes globally patented Vinsafe technology is the only recognised wine in a can packaging system in the world proven to successfully produce a premium quality wine in a can. Our products, process and technology (Vinsafe) are fully protected by patents. Barokes has already been granted a number of patents for Vinsafe around the world and has patents pending.



For more information on Barokes' products or Vinsafe technology, please contact us at:

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