



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 and superior service, 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 Consumers 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 category to meet this demand.



About Barokes Wines

Barokes innovative and patented Vinsafe wine in a can packaging system incorporates three vital elements to successfully deliver wine in a can including: wine construction; can lining; and filling specifications that enables quality, product integrity, stability and longevity to be maintained.

Like the 'cask' in the 1970s, Barokes' world first patented system of producing and packaging quality wine in a can in an individually sized sealed can (Vinsafe), has revolutionised wine consumption. By offering premium quality wine in a convenient, safe, single serve, slimline can, Barokes have opened 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 five 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.

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



For the next five years, inventors Greg Stokes and Steve Barics, conducted extensive technical research, wine construction, test packaging of wine resulting in the development of the Vinsafe system and patents being lodged in Australia and globally in the early 2000s.

Barokes now operates on a global basis. Producing and marketing wines in Australia and exporting globally.

Barokes' globally patented Vinsafe technology is the only recognised wine in a can packaging system in the world proven to successfully produce premium award winning wines in a can.

Barokes licence the Vinsafe technology to other wine producers keen to safely can their wines and grow their brands through new market and consumer segments. Additionally, the Vinsafe technology is licenced to accredited Vinsafe supply chain members (can manufacturers and filling facilities) keen to work in the fastest growing wine category in the world today.



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.

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

The Vinsafe symbol guarantees the integrity and quality of the wine.

The wine is carefully matured to achieve its peak, then captured and retained by hermetically sealing in specifically laminated cans. 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 two decades has proven the Vinsafe's ability to produce quality products with stability and longevity.

Barokes Wines currently produce a range of award winning Australian wines in a can which are sold in Australia and exported globally. With over 400 medals awarded to Barokes wines to date, including numerous Best in Class, Platinum, Gold, Silver and Bronze medals, Barokes is not only the pioneer but also the leader in the global wine in a can category. Barokes is the only wine in a can in the world to have achieved this level of success!



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'. Barokes was also awarded "Best Wine in a Can" at the New York International Wine Competition. No wine in a can product has ever achieved such distinction at major international wine competitions 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 the Vinsafe technology, please contact us at:

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