

## Vinsafe Leads the Way in Global Growth of Canned Wine Category

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With the business back in the hands of the inventors, innovative Australian pioneer of the wine in a can category, Barokes Wines, is pushing forward with the growth of its Vinsafe licensing business.

Barokes was the first to successfully can wine by commercialising its Vinsafe technology in 2002.

Barokes uses Vinsafe to produce its own range of award winning wines in a can and also licenses its Vinsafe wine in a can packaging system to other wine producers. A number of Australian and New Zealand wine producers are using the Vinsafe technology to successfully can their own wines. These quality Vinsafe products can be found in Dan Murphy's and BWS outlets throughout Australia, and include Brown Brothers, Innocent Bystander, Crafters Union, Joiy, Elephant in the Room, Take it to the Grave, Le Chat Noir, Maxcareri, Rose Rose, Brancott Estate and Jacobs Creek, to name a few. All Vinsafe products carry the Vinsafe logo which is printed on the cans, wraps and cartons to allow consumers to distinguish Vinsafe canned wines produced to a benchmark quality standard backed by in excess of two decades of wine in a can experience, accreditation and global patents.

Vinsafe ensures wine is canned to maintain product integrity, stability and longevity. Vinsafe products generally have a shelf life in excess of 12 months, but many much longer. Barokes wines have been awarded in excess of 400 medals at international wine competitions against bottled wines (some very expensive bottles!) which is more than many bottled wines can hope to achieve. As part of its comprehensive R&D and technical library spanning over two decades, Barokes enters aged stock into wine competitions to assess performance. Many of the medals awarded to Barokes wines were canned 15 years post canning. 239 medals were awarded to Barokes aged stock, including 23 major medals i.e. trophies, platinum, gold and best of class. 12 medals were awarded to Barokes wines 45 years post canning and 44 medals were awarded to wines two years post canning. This is quite an achievement which also proves the Vinsafe technology and extraordinary in view of the fact that non-Vinsafe canned wines struggle to achieve a stable shelf life of only 3-4 months.

This stable shelf life of 12 months plus allows Vinsafe products to be exported globally (in non-refrigerated shipping containers), and is a key point of distinction allowing Australian and New Zealand wine producers to export their canned wines to global markets.

The Vinsafe supply chain has also been expanding to meet demand with Orora coming onboard as a Vinsafe accredited can manufacturer and new filling facilities in New Zealand (Bevpac) and Australia (Pro Canning) becoming accredited Vinsafe fillers. These fillers join Campari Australia who has been an accredited filler for over a decade and has filled many millions of quality canned wines to Vinsafe specifications in that time. Barokes is also in discussions with additional facilities and expects more canmakers and fillers to become Vinsafe accredited in 2020 thereby allowing many of the small to medium wineries interested in this fast growing category to fill small or trial volumes to test their markets, both domestic and international.

The growth of the wine in a can category globally has also meant that wine producers and fillers from burgeoning markets for this category such as the USA and UK are wanting to use Vinsafe to overcome their significant issues with canning as wine is well above hard to hold (HTH) as a beverage canning category. Barokes are now able to offer Vinsafe cans (including its technology, expertise and IP) to wineries and fillers in various can sizes, including 200mL and 250mL slimline and 375mL classic cans to the USA, UK, EU and Asian based wineries/fillers. This demand for Vinsafe cans is driven by canned wine producers who have experienced very poor results (short shelf life,

unstable products, aluminium uptake, pinholing, H<sub>2</sub>S aromas and lining integration with the wine) to date and are looking to Vinsafe as the solution.

Barokes is also working to create the first natural BPA free liner utilising its Generation 3 Vinsafe technology. The Generation 3 technology is already the first natural intelligent interactive packaging system that extends product shelf life whilst also reducing the use of added preservatives in a large range of consumable goods for healthier and sustainable products across the packaging spectrum including aluminium beverage cans for wine. This cutting?edge Generation 3 technology has already been granted patents globally, in Australia, Europe, China, Japan and other markets, including five patents granted to date in the USA alone. Initial tests and confidential trials with Generation 3 on food and beverages have been extremely positive and are ongoing.

### **ABOUT BAROKES WINES**

Barokes is unique in that it was the first to pioneer and create a complete integrated wine packaging system based on a platform that incorporates all three key aspects of successfully putting wine in a can and maintaining the wines' integrity: wine, can and filling specifications. The innovative Vinsafe wine packaging system is the world's first globally patented wine in a can technology. Barokes is internationally recognised as the leader in the field of wine in a can and the technology that supports it and has produced wines renowned for quality, stability, safety and sustainability. Over two decades of extensive research and development has been committed to creating this purpose built innovation for the global wine market. Barokes' international award winning wines have won over 400 medals at international wine competitions to date and are sold globally. Barokes also licences its Vinsafe technology to supply chain members (wineries, fillers and can manufacturers) keen to enter the fast growing global wine in a can category. For more information, please visit <http://www.wineinacan.com>.

<https://www.winebusiness.com/vendornews/?go=getVendorNewsArticle&dataid=222749>