



# Media Release

6<sup>th</sup> August 2009

## The Good News Continues For Barokes!

At a time when financial gloom, company downsizing and consolidation appear to be the norm, it is pleasing to hear that there are exceptions! One of these is Australian company, Barokes Wines, creators of the Wine in a Can global category. 2009 is certainly proving to be a very good year for Barokes.

Following the European Patent Office win in February where Barokes' European patent for Vinsafe® was confirmed and the gold medal win at the Berlin Wine Trophy in March, another patent has been granted for the Vinsafe® wine packaging system. The recent granting of the Israeli patent for Vinsafe® means that Barokes' global patenting strategy to date provides patent protection in 40 countries. These global patents underpin the development of the wine in a can category globally and position Vinsafe® as the leading wine in a can packaging system – the only system able to produce premium quality wine in a can with stability and longevity.

Barokes medal streak is also continuing with their medal tally now at an extraordinary 45 medals. Apart from the ground breaking Gold Medal won at the Berlin Wine Trophy in March, a swag of additional medals have been awarded to Barokes Wines at a number of international wine competitions this year, further enhancing the premium status of these wines. These include:

2009 Berlin Wine Trophy, Germany	Gold	Cabernet Shiraz Merlot
2009 Wine Masters Challenge, Portugal	Silver Silver Bronze Recommended Recommended Recommended	Cabernet Shiraz Merlot Sparkling Rosé Chardonnay Semillon Sparkling Cabernet Shiraz Merlot Sparkling Chardonnay Semillon Rosé
2009 Critics Challenge International Wine Competition, USA	Silver	Blanc de Blancs (Sparkling White)
2009 Pacific Rim International Wine Competition, California, USA	Bronze	Blanc de Blancs (Sparkling White)



Barokes

CONVENIENT WINE™

2009 International Wine Challenge, London	Commended	Sparkling Rosé
2009 Indy International Wine Competition, USA	Bronze Bronze Bronze	Shiraz Blanc de Blancs (Sparkling White) Blanc de Noirs (Sparkling Red)
2009 Japan Wine Challenge, Japan	Bronze Seal of Approval Seal of Approval	Bubbly Cabernet Shiraz Merlot Cabernet Shiraz Merlot Bubbly Chardonnay Semillon
2009 Los Angeles International Wine & Spirits Competition, USA	Bronze	Blanc de Noirs (Sparkling Red)
2008 AWC-Vienna International Wine Competition, Vienna	Silver Silver Seal	Sparkling Cabernet Shiraz Merlot Sparkling Rosé Sparkling Chardonnay Semillon
2008 Pacific Rim International Wine Competition, California, USA	Silver Silver Bronze	Blanc de Blancs (Sparkling White) Shiraz Blanc de Noirs (Sparkling Red)

Japan continues to be Barokes' good news story! Distribution channels continue to expand and Barokes brand awareness increased significantly throughout the Japanese market. Barokes wine in a can is now ranged in over 10,000 outlets throughout this market with all the major high end department stores, supermarkets and convenience stores now successfully ranging Barokes.

Barokes' Bubbly Chardonnay Semillon recently rated 2<sup>nd</sup> to Gallo on top Japanese consumer review site Mogu Nabi (<http://mognavi.jp/wine/ranking/1>) – an extraordinary achievement for a small Australian brand in this notoriously difficult consumer market.

Finally, the entrepreneurial efforts of Barokes' CEO and inventor of the Vinsafe® wine packaging technology, Greg Stokes, were recently recognised at his induction into the Australian Graduate School of Entrepreneurship (AGSE) Hall of Fame. AGSE is a school of Swinburne University and these awards are held annually to recognise entrepreneurial achievements in various categories. Stokes was nominated inductee in the 'High Growth Venture Entrepreneurship' category where his efforts in developing and commercialising the Vinsafe® wine in a can concept globally were recognised.

All this good news bodes well, not only for Barokes, but for the continued growth of the wine in a can category globally.

Cheers!

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## ABOUT BAROKES

Barokes is unique in that it was the first to create a complete wine packaging system based on a platform that involves all three key aspects of successfully putting wine in a can, that of the wine, the can and filling specifications. Barokes have perfected this technology to produce and deliver premium quality wine in an individually sized, sealed 250ml and 200ml can. 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 technology and has produced a range of wines renowned for premium quality, stability and longevity. Over a decade of extensive research and development has been committed to creating this purpose build product for the global wine market. The current range includes a Cabernet Shiraz Merlot, Chardonnay Semillon, Rosé, Sparkling Cabernet Shiraz Merlot, Sparkling Chardonnay Semillon and Sparkling Rosé. These international award winning wines (45 medals to date) are taking export markets by storm with Barokes currently exporting to over 30 international markets. Barokes' patents for wine in a can cover over 40 countries to date. For more information, please visit <http://www.wineinacan.com>

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