



Barokes  
WINES

# Company Profile

## About Barokes Wines

Barokes innovative and globally 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, 200ml and 250ml 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. Our wine so far has a proven stable shelf life of up to 5 years (when stored in appropriate conditions) and contains minimal preservatives. It offers specific benefits to the consumer, namely: quality, integrity, convenience, safety, reliability, ready to drink, durable and transportable, environmentally friendly packaging with 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.

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 and under the International Patent Co-operation Treaty (142 countries).

Barokes now operates on a global basis. Producing and marketing product within Australia and exporting to a number of overseas markets, including throughout Asia (including Japan, Singapore, Hong Kong, Korea, Vietnam and China), Europe, the USA, Canada, India, New Zealand, South America and the Nordic countries. The increased export of this product is achieved through both existing distribution channels and new distributors who wish to seize the opportunity.

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 also license the Vinsafe® technology to other wine producers who are keen to safely can their wines and grow their brands through new market segments.



True Innovation in  
Wine Packaging



Barokes

CONVENIENT WINE™



True Innovation in  
Wine Packaging

## Products

Several generations of winemaking experience are behind the creation of the Vinsafe® range of premium quality wines. The wine style is based on a 70 year old European recipe. 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. Seven wineries located throughout South Eastern Australia have joined the Vinsafe® venture supplying Barokes only premium quality wine from Victoria, New South Wales and South Australia. The strict and patented specifications for the wine are managed by our Master of Wine, Peter Scudamore-Smith, under confidentiality and commercial agreements that are in place to protect these ongoing relationships. 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 a Master 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 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 decade has proven our technology and products premium quality, stability and longevity.

Barokes currently produce a standard range of premium wine in a can and a number of additional ranges for specific markets, such as Japan, Europe and the USA.



Figure 1 Barokes Euro range consists of 6 exceptional award winning wines.



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## 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 wine packaging 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 been awarded medals in a number of international wine competitions against thousands of bottled wines. Medals have been won at well respected wine competitions such as the International Wine & Spirit Competition (London), International Wine Challenge (London), Wine Masters Challenge (Portugal), Femmes et Vins due Monde Concours International (Monaco), Pacific Rim International Wine Competition (USA), San Diego International Wine Show (USA), San Francisco International Wine Competition (USA), Wine & Spirits Asia (Singapore), Royal Melbourne Show (Australia), Brisbane Wine Show (Australia) and Wine Style Asia (Singapore). Additionally, Barokes' entire range has been awarded three stars in James Halliday's Australian Wine Companion since 2006.

These medals are a clear confirmation of the premium quality of Barokes' innovative range of wines and clearly positions the Vinsafe® technology as the leading wine in a can packaging system globally.

### 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 with patents pending under the International Patent Co-operation Treaty (over 142 countries, including key wine producing regions and consumer markets globally).

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

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