



# Media Release

15<sup>th</sup> June 2010

## BAROKES LAUNCHES KANGAWINE RANGE INTO JAPAN

Following the phenomenal success of Barokes Wine in a Can in the Japanese market, innovative wine producer, Barokes Wines, is launching a new range of wine in a can into Japan next month. This new range is called KangaWine and consists of two wines initially – still red and still white, in 250ml slim line cans with plans to extend this range with sparkling wines very soon.

Specifically developed to address the Convenience sector in Japan, this range is targeting those consumers that like to 'grab and go' a non technical easy drinking quality wine in a fully sustainable, safe, convenient, modern and stylish designer package. On the back of the success of the Barokes' premium range throughout Japan, this 2<sup>nd</sup> tier product range has been developed specifically for the Convenience sector and will retail for less than 300 yen.

Both KangaWine wines are quality wines developed by Master of Wine, Peter Scudamore-Smith, as a quality alternative to wines currently sold in smaller bottles within the Convenience sector in Japan. "These wines have been profiled to deliver fruit driven quality and feedback to date is that both wines over deliver", states Scudamore-Smith.

Both wines are non-vintage and non varietal wine blends sourced from South Eastern Australia and have been designed specifically to meet the requirements of the Convenience sector in Japan. KangaWine Red Wine is based on a medium bodied red wine style which can include grapes such as Sangiovese, Shiraz, Petit Verdot, Cabernet etc. KangaWine White Wine is based on a medium bodied white wine style which can include grapes such as Chardonnay, Chenin Blanc, Riesling, Sauvignon Blanc etc.

According to Barokes CEO, Greg Stokes, "The KangaWine range delivers exceptional quality for the price. At less than 300 yen, consumers receive the equivalent of two glasses of quality Australian red and white wines. Developed in conjunction with Japanese partner, Nihon Shuru Hanbai, we expect the KangaWine range to fill a gap in the market and attract new consumers."

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Barokes' global success to date has been underpinned by its patented Vinsafe® wine packaging system. Vinsafe® is the seal of quality and the platform that supports and powers the wine in a can category globally and is the only internationally recognized and proven system of delivering premium quality wine in a can. With global patent protection expanding for Vinsafe® with the recent granting of the Mexican patent, Barokes continue their pioneering work in the development of this global product category. Patents granted to date for Vinsafe® cover 41 countries with additional patents pending under the International Patent Co-operation Treaty (142 countries).

Furthermore, Barokes have achieved extraordinary success at international wine competitions with a total of 79 medals awarded to Barokes wines to date, including a number of Gold Medals.

Barokes' Cabernet Shiraz Merlot was awarded Gold and Best in Class at the 2010 Pacific Rim Wine Competition held in California. The Pacific Rim is a well respected US wine competition which has been held since 1985 and attracts over 2,000 entries each year. Although Barokes has previously won medals at this wine competition, this year's results have been particularly pleasing with Gold and Best in Class, Silver and Bronze awarded to Barokes Cabernet Shiraz Merlot, Bubbly Chardonnay Semillon and Chardonnay Semillon, respectively.

Barokes Cabernet Shiraz Merlot has also been awarded Gold at the 2010 Critics Challenge International Wine Competition held in San Diego, while Barokes Bubbly Chardonnay Semillon was awarded a Silver medal. The Critics Challenge is judged by renowned wine journalists whose opinions are well regarded within the wine industry.

Barokes CEO, Greg Stokes commented "to achieve more gold medals is fantastic in itself, however to also win Best in Class against some well known high end wine brands - a couple of which sell at the US\$33 to US\$65 price range - is simply extraordinary and something that Barokes and it's winemakers are extremely proud of."

Barokes wines have now been awarded a total of four Gold Medals at international wine competition, the other two awarded in Europe at the 2010 and 2009 Berlin Wine Trophy, Germany.

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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 (79 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 41 countries to date. For more information, please visit <http://www.wineinacan.com>

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