



Media Release

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BAROKES WINS PLATINUM MEDAL AT SOMMELIERS CHALLENGE!

The phenomenal success of Barokes wines at international wine competitions continues with the announcement that Barokes Bubbly Cabernet Shiraz Merlot was awarded a Platinum Medal at the Sommeliers Challenge International Wine Competition (California).

The Sommelier Challenge brings together more than a dozen of the United States finest practicing restaurant sommeliers for two days of intense wine evaluation. **Sommelier Platinum** awards are reserved for wines nominated for **Best of Show** in the categories of sparkling, rose, white, red and dessert. All judges participate in the tasting evaluation and vote for **Best of Show** and **Wine of the Year**.

Barokes Bubbly Rosé was also awarded a Silver Medal at this year's Sommeliers Challenge.

This Platinum Medal caps an extraordinary year for this innovative Australian producer. Earlier this year Barokes' Cabernet Shiraz Merlot was awarded Gold and Best in Class at the 2010 Pacific Rim Wine Competition (California) and another Gold medal at the 2010 Critics Challenge International Wine Competition (California).

Barokes CEO, Greg Stokes commented "to achieve Platinum and Gold medals is fantastic in itself, however to also win 'Best in Class' and to be in the running for 'Best of Show' against some well known high end wines, some of which are valued at up to US\$65.00 a bottle, is simply extraordinary and something that Barokes and its winemakers are extremely proud of."

Along with these Platinum and Gold Medals awarded in the USA this year, Barokes wines have also won Gold in Europe at the 2010 and 2009 Berlin Wine Trophy (Germany), bringing the gold medal tally to four!

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Barokes created history in 2009 as the first wine in a can in the history of wine judging to ever win a Gold medal. This ongoing success leaves no doubt as to the viability of Barokes globally patented Vinsafe® wine packaging system as no other wine in a can product has ever achieved this level of success in a major international wine competition and clearly distinguishes Barokes, placing this Australian producer in the forefront of wine in a can global market development.

Stokes states “these significant wine competition accolades clearly confirm the premium quality of our wines and once again positions our Vinsafe® technology as the leading wine in a can packaging system globally. Our medal tally is now at over 95, with some of these medals, including a number of silver medals, awarded recently to wines canned in 2005. This is extraordinary and clearly proves Vinsafe’s ability to produce wine in a can with quality, integrity, stability, longevity and reliability!”

Barokes purposefully hold some parcels of stock with age to monitor the progress of the products as part of ongoing Vinsafe® QA/QC and enter this stock in wine competitions as proving grounds for the technology and the wine quality. 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).

This recent Platinum medal win adds to the growing list of accolades which Barokes can claim globally including over 95 medals won at international wine competitions. Most recent medals include:

International Wine Competition	Medal	Barokes Wine
2010 Sommeliers Challenge International Wine Competition, USA	Platinum Silver	Bubbly Cabernet Shiraz Merlot Bubbly Rosé
2010 Pacific Rim Wine Competition , USA	Gold/Best in Class Silver Bronze	Cabernet Shiraz Merlot Bubbly Chardonnay Semillon Chardonnay Semillon
2010 Critics Challenge International Wine Competition, USA	Gold Silver	Cabernet Shiraz Merlot Bubbly Chardonnay Semillon
2010 Berlin Wine Trophy , Germany	Gold	Bubbly Chardonnay Semillon
2010 AWC Vienna International Wine Challenge	Silver Silver Silver	Chardonnay Semillon Cabernet Shiraz Merlot Bubbly Cabernet Shiraz Merlot

2010 Cathay Pacific Hong Kong International Wine & Spirits Competition	Silver Silver Silver	Bubbly Cabernet Shiraz Merlot Bubbly Chardonnay Semillon Cabernet Shiraz Merlot
2009 Berlin Wine Trophy, Germany	Gold	Cabernet Shiraz Merlot
2010 Consumer Wine Awards at Lodi, USA	Silver	Cabernet Shiraz Merlot
2010 Wine Masters Challenge, Portugal	Silver Silver Silver	Chardonnay Semillon Bubbly Rosé Bubbly Cabernet Shiraz Merlot

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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 187ml 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 (96 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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