



MEDIA RELEASE

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Barokes and Ball Packaging Europe enter Vinsafe® License Agreement

Innovative Australian company, Barokes Wines, and global packaging company, Ball Packaging Europe (“BPE”), have recently signed an agreement appointing BPE to manufacture and supply cans for wine to be used in the Vinsafe® process.

Its agreement with Barokes now allows BPE to aggressively participate in the growing wine in a can product category in Europe as an approved Vinsafe® supply chain participant.

The canned wine category is one that is quickly growing on a global basis and one that offers significant opportunities to wine producers looking to reach a younger generation. Wine producers are looking for a proven, reliable packaging system with the ability to deliver sustainability, product integrity, consistent quality, stability and longevity. That’s what the Vinsafe® technology offers to consumers!

“An approved Vinsafe® can manufacturer in Europe is essential to providing overall wine in a can product integrity, stability and longevity for ongoing consumer acceptance and category expansion globally,” stated Barokes CEO, Greg Stokes.

Barokes’ unique Vinsafe® technology utilizes three distinct elements, namely wine parameters, can lining and filling specifications and is the only globally recognized patented wine in a can packaging system that has been proven to deliver consistent quality, stability and longevity in canned wine.

Although Barokes' European patent for wine in a can (Vinsafe®) was granted in 2005, it was quickly challenged by a number of large well respected global companies. BPE and a number of other companies interested in supporting this market (largest can makers, wine producers and wine fillers) opposed the Barokes patent at the European Patent Office.

Barokes is able to announce that BPE have agreed to withdraw its challenge and has taken a decision to work with Barokes in Europe to develop the wine in a can category. Wineries that take a licence from Barokes to use the Vinsafe® process will be able to rely on BPE to produce cans to the Vinsafe® standard. By taking the same course of action, wine producers and fillers, that are already in the business of producing wine in a can and may be infringing the wine in a can patent held by Barokes, can avoid further infringement.

"We are delighted that BPE have taken the decision to work with us as an approved Vinsafe® can manufacturer in Europe. This will also be very good news for a number of large European wineries who have been keen to produce their own wine in a can offering without the possibility of infringing existing global wine in a can patents. Having BPE onboard, means that European wineries can now more easily enter this new global wine category through the use of the only globally patented wine in a can technology platform (Vinsafe®) and with the knowledge that their cans have been produced to the Vinsafe® standard and that they can be sold throughout Europe and other markets where Barokes' have granted patents in relation to wine in a can" said Stokes.

Vinsafe® is the proven platform which is driving the growth of the wine in a can category globally. This recognition is largely underpinned by the success of the Barokes' products currently available in over 30 countries with unquestionable quality with over 95 medals awarded at well respected international wine competitions to date. These accolades include a Platinum medal and nomination for 'Best of Show' and four Gold medals, including "Best in Class' against some well known high end wines, some of which are valued at up to US\$65.00 a bottle, which is simply extraordinary! This level of success clearly confirms the premium quality of the Barokes' wines and clearly positions the Vinsafe® technology as the leading wine in a can packaging system globally, placing Barokes at the forefront of wine in a can global market development.

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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 (97 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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