



Powering
Wine in a Can
Globally®

Media Release

8th June 2011

Prominent Wine Consultant , Philip Goodband, MW, joins Vinsafe

Barokes is pleased to announce the appointment of well respected wine consultant and Master of Wine, Philip Goodband. Philip has been retained to oversee the deployment of the globally patented Vinsafe wine packaging technology in Europe.

Vinsafe is the globally patented wine packaging system which allows wine to be canned with quality, integrity, stability and longevity.

Barokes Chief Executive Office, Greg Stokes, commented, "As the European supply chain for Vinsafe is now in place following the recent licensing of Ball Europe to produce cans and Spanish filler, Font Salem, to fill wine to Vinsafe specifications, we required an experienced wine professional to oversee the licensing process in Europe and in particular communicate with wineries about Vinsafe. We are delighted that someone of Philip's experience and reputation has now taken on this role and we expect him to be a fantastic ambassador for Vinsafe.'

Philip has built a strong reputation within the wine industry. He is member of an elite group of wine professionals - one of only 289 Masters of Wine in the world today, and formerly Chairman of the Institute of Masters of Wine. He is a Certified Wine Educator, wine judge, life member of the Champagne Academy and Counsellor to the Commanderie de Bordeaux.

During a very successful career, Philip has influenced UK wine drinking habits and has pioneered sustainable packaging while also being recognised as the driving force behind some of today's most popular wine styles and brands.

“I am delighted to be working with and representing the innovative Vinsafe technology in Europe. I have long held an interest in sustainable packaging and believe that Vinsafe and the wine in a can category holds significant potential for wine producers wishing to market their wines to a younger generation interested in quality, reliability, convenience and environmentally sustainable packaging formats”, said Philip Goodband.

“I am very impressed with the quality which is achieved through the use of Vinsafe. Barokes Wines’ success at international wine competitions is extraordinary with so many major medals awarded to these unique wines,” commented Goodband.

Philip will be working closely with Australian Master of Wine, Peter Scudamore-Smith, who has been involved with Vinsafe since 2003. Peter has played a key role in the global development of Vinsafe. His unique blend of experience in food and wine technology and wine blending has contributed significantly to the success of Barokes’ Wines to date and has been instrumental in the expansion of the wine in a can category globally.

Stokes said, “we are very fortunate to have two very experienced Masters of Wine who believe in this proven technology and are working to expand the global wine in a can category through their support of Vinsafe, the only recognized technology platform for wine in a can”.

Barokes Wines success at international wine competitions continues with swag of medals awarded to these wines recently. Most notable being a Gold and Best in Class awarded to Barokes’ Bubbly Cabernet Shiraz Merlot this month at the 2011 Los Angeles International Wine Competition, bringing the gold medal tally to six with two ‘Best in Class’ awards. This sparkling red wine was also awarded a Platinum Medal at the Sommeliers Challenge International Wine Competition in 2010.

With over 120 medals awarded to date, Barokes’ success clearly confirms Vinsafe’s ability to produce premium quality wine in a can with product integrity, stability and longevity.

Vinsafe will be on show at Vinexpo in Bordeaux, France, from 19-23 June 2011. Vinsafe stand No UV352 in Hall 3.

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ABOUT VINSAFE

Vinsafe is the globally patented wine in a can packaging system. Vinsafe is a complete wine packaging system based on a platform that involves all three key aspects of successfully putting wine in a can, that of wine, the can and filling specifications. Vinsafe is the only proven technology capable of producing international award winning wines (over 120 medals to date, including Platinum, Gold, Best in Class, nomination for Best at Show etc) with quality, integrity, stability and longevity. Over a decade of extensive research and development has been committed to creating this purpose built product for the global wine market. Vinsafe patents for wine in a can cover over 41 countries to date. For more information, please visit www.vinsafe.com & www.wineinacan.com

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