



Powering  
Wine in a Can  
Globally®

# Media Release

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## **Spanish Filler Licensed to Fill Wine in a Can to Vinsafe Specifications**

Australian company, Barokes Wines, and Spanish filler, Font Salem, have recently signed an agreement appointing Font Salem as the first European filling facility licensed to fill wine in a can to Vinsafe (wine in a can) specifications.

Font Salem is a market leader in private label and co-packing within the beer, soft drink and water sectors. Font Salem General Manager, Antoni Folguera, commented, 'we are keen to expand our wine business and see the Vinsafe technology as the key to providing our wine customers with the premium quality, reliable product which meets their objectives and allow them to access new markets with their wines'.

Barokes CEO, Greg Stokes commented "we are delighted that Font Salem has taken the decision to work with us as an approved Vinsafe filling facility in Europe. This is also 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 Font Salem onboard, means that European wineries can now 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 wines are being filled to the Vinsafe standard and that they can be sold throughout Europe and other markets where patents in relation to wine in a can have been granted".

This agreement with Font Salem follows the agreement with Ball Packaging Europe ("BALL") late last year appointing BALL to manufacture and supply cans for wine to be used in the Vinsafe process.

These recent developments bode well for European wine producers wishing to attract a new generation of consumers to their products through innovative packaging. Vinsafe is the only globally patented and proven wine in a can packaging system, backed by over a decade of R&D, endorsed by Masters of Wine and with over 110 medals awarded at international wine competitions to date.

Wine producers looking for a proven, reliable packaging system with the ability to deliver sustainability (100% recyclable packaging), consistent quality, stability and longevity can now access Vinsafe in Europe.

The Vinsafe packaging system will be showcased at Vinexpo 2011 (Stand UV 352 / Hall 3) in Bordeaux from 19-23 June 2011. Barokes CEO, Greg Stokes, stated “we look forward to meeting with European wine producers at Vinexpo keen to explore opportunities to enter this quickly expanding global wine in a can product category. Attracting a younger generation of consumers is a key objective for the wine industry globally – Vinsafe allows wine producers to target these consumers by providing a premium wine product which fits their on-the-go lifestyle.

Vinsafe 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.

Vinsafe is the proven technology 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 110 medals awarded at well respected international wine competitions to date. These accolades include a Platinum medal and nomination for ‘Best of Show’ and five 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 global wine in a can packaging system.

“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 clearly proves Vinsafe’s ability to produce premium wine in a can with quality, integrity, stability, longevity and reliability!” said Stokes.

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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 110 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](http://www.vinsafe.com)

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