



May 30, 2005.

PROCORK MEETS ITS MAKERS IN AUSTRALASIAN ROADSHOW

Vinpac International has completed a 14-stop tour of some of the top wine producing regions in Australia and New Zealand. The roadshow was aimed at the grass roots, taking ProCork directly to the industries leading wine makers.

The five week tour involved a series of town hall-style meetings at different venues to present the ProCork product, answer producers' questions and put ProCork to the taste test.

The superior technical performance of ProCork's new cork-based wine closure became the focus of the nearly 300 attendees at the workshops.

The tour kicked off on May 3 in the Hunter Valley and ended in Blenheim, New Zealand, on June 9.

Each workshop included presentations by Vinpac Technical Director, Martin Caloghiris, Vinpac Group Sales and Marketing Manager, Luke South and Vinpac Business Development Manager, Lisa Roberts and comparative tastings of wine bottled with screw cap, cork and ProCork.

ProCork is natural cork with a membrane that protects wine from any impurities and enhances cork's natural attributes, giving wine greater flavour intensity and consistency and allowing wine to develop to its full potential.

The product was launched last year after more than five years of research, development and testing by Dr Christie and the ProCork team.

The presentation included a discussion on the history and trends in the closure market over the past 10 years, the positioning and relevance of ProCork and screw caps in the current market and the results of five years of scientific testing, including matching of the closure permeability to the wine and ongoing independent research by the Australian Wine Research Institute (AWRI).

Martin Caloghiris summed up his technical review of ProCork's performance and optimisation of permeability saying "ProCork sealed the future of cork"

"This was a pretty valuable exercise for us; to determine what the industry was looking for, what they wanted to know from us and to give them a chance to quiz us in person," he said.

"The feedback was really positive and the winemakers who came along said they were pleased to see some hard scientific data, as opposed to hearsay and unsupported claims."

Dr Christie said the comparative tastings were a great opportunity to demonstrate how ProCork could maintain the consistency and flavour intensity of wine.



"The wines were only one year in the bottle and most wine makers were clearly surprised by how different the wines appeared. The charts and graphs show ProCork's superior performance, but the real tasting itself impressed the wine makers the most," he said.

Ms Roberts said winemakers had told the company screwcaps had found their niche in aromatic whites priced at more than \$12.

Luke South pointed out the rapid growth of ProCork in the market, saying "Even though we have now sold well over 10 million corks and our production capability continues to increase to meet the demand, these roadshows are useful in telling our story to as many wineries and winemakers as possible,"

Outside Australia and New Zealand, corks make up 89% of all closures, with screwcaps just 2%. In Australia synthetic corks and screwcaps each hold 22% of the total market, with the remainder held by cork.

"The Australian market is significantly different to global markets in terms of its take up of new technologies, so that's encouraging for ProCork," Luke said.

"In many ways we're the ideal solution for winemakers who want to embrace new technology for the consistency that it brings, and whose customers still prefer the sound of a cork being pulled to the snap of a metal cap."

Research conducted so far also indicates that the special characteristics of ProCork enhances the "breathing" properties of the cork so that all bottles will age properly, but with less risk of random oxidation, cork taint or reduction faults.

The technology revolves around the thin membranes that are applied to each end of the cork and designed to significantly reduce flavour modification, regulate the passage of oxygen through the cork and retaining cork moisture to prevent cork breakage.

The technology enables natural cork to be used by winemakers with high certainty that the membrane will reduce any off character imparted by the cork and allow true flavour development.

ENDS

"Very worthwhile presentation" - Scott Bartlett, Tyrrell's Vineyard

"Well done. I enjoyed the show" - Bob Cartwright, Leeuwin Estate.

"Thanks for a very informative and professional presentation of ProCork" - Clive Otto, Vasse Felix.

"An innovative product that has the potential to satisfy many of our concerns with regards to continued use of a natural product" - Gary Williams, Ozpak

"I think it was an interesting presentation and a great opportunity to have a look at an alternative closure to both cork and Stelvin - so thanks for the opportunity".
- Chris Taylor, Henschke.



"The research done by Procork with the AWRI on TCA containment by the procork membrane is very impressive, coupled with the oxygen ingress control shown by the membrane in the 2002 closure trial, suggests Procork can resolve the two major problems with using natural wine cork. The long term evolution of wine under Procork is yet to be proven, however if Procork proves to be comparable with an excellent natural wine cork, this will represent a major advance for wine producers." - Pete Bissell, Balnaves of Coonawarra