

## ProCork delivers consistent results

AUSTRALIAN wine closure company ProCork has reinforced its technical performance with the release of the latest round of results from the Australian Wine Research Institute's independent Commercial Closure Trial.

The results, compiled after testing of wine samples bottles 30 months ago, show ProCork continues to have high performance in terms of free sulphur dioxide retention as well as delivering less reduced characters and less oxidised aromas than natural cork.

Vinpac International, a division of global wine and beer group Foster's Ltd, is the exclusive distributor of ProCork to the Australia and New Zealand wine industries.

Vinpac marketing manager, Wine Solutions' Lisa Roberts said the results justified the decision by more than 75 wineries to adopt ProCork as a major part of their closure strategy.

"ProCork is now two-and-a-half years into the trial and has consistently shown good performance in all areas of closure performance," Lisa said.

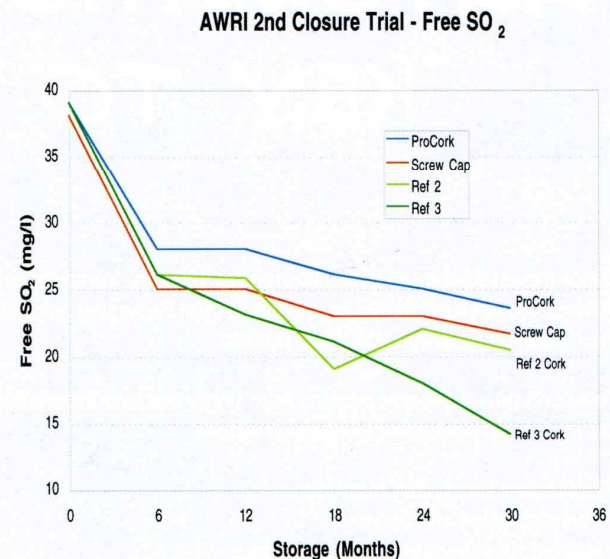
"This research presents yet

more evidence that ProCork's membrane technology in conjunction with cork optimises the environment for wine cellaring. "But it is in the marketplace where we are receiving the best acknowledgment of ProCork's superior performance with more than 25 million ProCorks sold."

The independent trial, which includes a blind tasting with control samples by a trained sensory judging panel and chemical testing, compares the ProCork closure to screwcap closures and commercial cork samples. The results of the testing confirmed previous results which showed ProCork wines had higher mean SO<sub>2</sub> (free and total), as per graph.

The results of sensory analysis showed that the ProCork closure continued to display minimal reductive characteristics (struck flint/rubber) compared with screwcaps results and the natural cork samples displayed more oxidised aromas than ProCork.

"These are two key characteristics of wine which are heavily influenced by the closure and ProCork can deliver winemak-



ers confidence that they can be managed effectively using ProCork," Lisa said.

The independent AWRI trial commenced in September 2002 to compare the performance of natural reference two and three corks, screwcaps and ProCork's closures.

ProCork's membrane technology is applied to each end of the cork and is designed to optimise the storage environment for wine.

The technology also reduces flavour modification by reducing the amount of chemicals (including TCA) entering the wine and regulating the passage of oxygen through the cork.

The new 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.

ProCork's technical performance is further enhanced by cost savings which can be achieved at the premium end of the closure market and for large volume commercial wines.

Details: Lisa Roberts on 08 8561 0607.

• Participation in and reporting of the independent AWRI "Commercial Closure Trial" does not constitute an endorsement by AWRI. The data used in this article should be read in conjunction with the full AWRI report.