

August 22, 2005.

## PROCORK DELIVERS ANOTHER STRONG RESULT

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

The results, compiled after testing of wine samples bottles 30 months ago, show ProCork continues to have superior performance in terms of free SO<sub>2</sub> 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 had justified the decision by more than 75 wineries to adopt ProCork as a major part of their closure strategy.

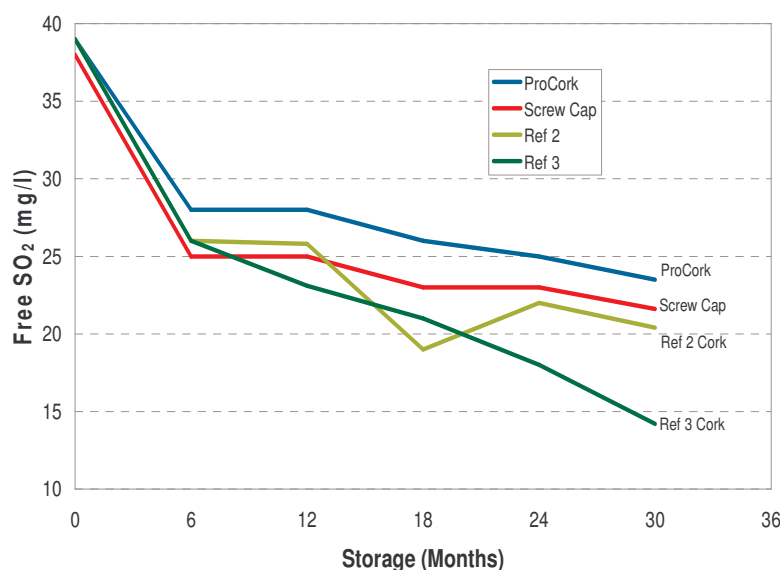
"ProCork is now two-and-a-half years into the trial and has consistently shown superior performance in all areas of closure performance," Ms Roberts said. "This research presents yet more evidence that ProCork's membrane technology in conjunction with cork optimises the environment for wine cellaring."

"However it is in the marketplace where we are receiving the best acknowledgement of ProCork's superior performance with more than with more than 25 million ProCork's 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.

AWRI 2nd Closure Trial - Free SO<sub>2</sub>



In more good news for ProCork, 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 winemakers confidence that they can be managed effectively using ProCork,” Ms Roberts said.

The independent AWRI trial was commenced in September 2002 to compare the performance of natural reference 2 and 3 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 significantly 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 significant savings which can be achieved both at the premium end of the closure market and for large volume commercial wines. ProCork offers winemakers increased flexibility and confidence in their packaging options.

For further information and a copy of the full AWRI contact 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 media release should be read in conjunction with the full AWRI report.

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**Media enquiries to:**

Lisa Roberts  
Marketing Manager – Wine Solutions  
Vinpac International  
(08) 8561 0607  
0403 576 001