



April 25, 2005.

## **PROCORK EMBARKS ON 14 STOP ROADSHOW OF OZ AND NZ**

Closure company ProCork and Australia's largest wine packaging company Vinpac International are taking their product on the road with a 14 stop roadshow tour to all of Australia's and New Zealand's top wine producing regions.

The tour will kick off on May 3 in the Hunter Valley and wrap-up at The Marlborough Research Centre in Blenheim, New Zealand, on June 9.

The tour will make nine stops in Australia and three in New Zealand and are open to any interested winemaker or industry professional. To register your interest please contact Joanna Jarrett (08) 8561 0607.

Each workshop will include presentations by Vinpac Technical Director Martin Caloghris, Vinpac Group Sales and Marketing Manager David Morgan, Vinpac Business Development Manager Lisa Roberts and ProCork founder and Chief Executive Dr Gregor Christie.

A comparative tasting of wine bottled under ProCork, screwcap and standard cork will also be held to showcase the performance of each of the closures on the same wine over the same period of time. This will enable attendees to see and taste the performance of ProCork against alternative closures.

Mr Morgan's presentation will include a discussion on the history and trends in the closure market over the last 10 years and the positioning and relevance of ProCork and screw caps in the current market.

"ProCork has begun to gather a lot of momentum in the market both here and in New Zealand and these roadshows are all about getting out and telling our story to as many wineries and winemakers as possible," he said.

"We have now sold well over 10 million corks and our production capability continues to increase to meet the demand."

ProCork was officially launched at the Australian Wine Industry Trade Exhibition (AWITE) in late July 2004 following the signing of an exclusive distribution agreement for the Australian and New Zealand markets with wine packaging group Vinpac International.

ProCork's membrane technology was developed over a number of years by Melbourne scientist Dr Gregor Christie and was commercialised after more than three years of extensive testing and development.

The technology revolves around the thin membranes that are applied to each end of the cork and designed to significantly reduce flavour modification by reducing the amount of chemicals entering the wine, regulating 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.

For further information visit the ProCork website at [www.procork.com.au](http://www.procork.com.au).

**Media enquiries to:**

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**PROCORK ROADSHOW SCHEDULE**

Date	Location	Venue	Time
Tuesday 3rd May	Hunter	Tuscany Wine Estate	9am-11am
Wednesday 4th May	Griffith	Kidman Way	9am-11am
Thursday 5th May	Mildura	Mildura Grand Hotel	2pm-4pm
Tuesday 10th May	Perth	Novotel Vines Resort, Swan Valley	2pm-4pm
Wednesday 11th May	Margaret River	Emerald Colonial Lodge	9am-11am
Thursday 12th May	Adelaide	The Lion Hotel	2pm-4pm
Tuesday 17th May	Barossa	Saltram, Angaston	9am-11am
Wednesday 18th May	McLaren Vale	Penny's Hill Winery	9am-11am
Thursday 19th May	Coonawarra	Chardonnay Lodge	9am-11am
Tuesday 24th May	Melbourne	Langham Hotel	2pm-4pm
Wednesday 25th May	Yarra Valley	Yering Station Vineyards	9am-11am
Tuesday 7th June	Auckland	Soljans Winery	9:30am-11:30am
Wednesday 8th June	Napier	Eastern Institute of Technology	9:30am-11:30am
Thursday 9th June	Blenheim	The Marlborough Research Centre	9:30am-11:30am

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