

THE MARKET

Another strong result for ProCork

ProCork says it has reinforced its “superior technical performance” with the release of the latest round of results from The Australian Wine Research Institute’s (AWRI) Commercial Closure Trial.

The results show ProCork continues to have superior performance in terms of free SO₂ retention as well as delivering less reduced characters and less oxidised aromas than natural cork.

Vinpac International is the exclusive distributor of ProCork in Australia and New Zealand. Vinpac marketing manager, Wine Solutions, Lisa Roberts, said the results had justified the decision by more than 75 wineries to adopt ProCork.

“ProCork is now 2.5 years into the trial and has consistently shown superior 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. However it is in the marketplace where we are receiving the best acknowledgement of ProCork’s superior performance with more than 25 million ProCorks sold.”

The AWRI trial, which includes a blind tasting with control samples by a trained sensory judging panel and chemical testing, compares the ProCork closure to screwcaps and commercial cork samples. The results of the testing confirmed previous results which showed ProCork wines had higher mean SO₂ (free and total). The results of sensory analysis showed that the ProCork closure continued to display minimal reductive characteristics compared with screwcap results, and the natural cork samples displayed more oxidised aromas than ProCork.

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. www.procork.com.