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PROCORK ACHIEVES RECORD SALES IN SEPTEMBER

Wine closure technology company ProCork and Australia's largest wine packaging company Vinpac International have posted a new record of monthly sales with more than four million ProCorks sold in September.

The record month brings total sales since ProCork was launched in 2004 to more than 25 million with more than 75 wineries now using the revolutionary closure.

The increased interest in ProCork comes on the back of 14 stop roadshow tour to all of Australia's and New Zealand's top wine producing regions earlier this year and continued strong performances in the Australian Wine Research Institute's (AWRI) Second Commercial Closure Trial.

Vinpac Marketing Manager – Wine Solutions Lisa Roberts said demand for ProCork had dramatically exceeded expectations.

"The response we have had is testament to the quality of the product," Ms Roberts said. "ProCork has invested heavily in research, development and testing to ensure the product performs at a consistently high standard.

"The technical performance of the product in all testing is now being supported by anecdotal evidence from the marketplace."

Qantas Gourmet Traveller Winemaker of the Year Peter Bissell, from Balnaves of Coonawarra, is just one of the many leading winemakers trialing ProCork.

"The research done by ProCork... on TCA containment by the ProCork membrane is very impressive, coupled with the oxygen ingress control shown by the membrane, suggests potentially ProCork can resolve the two major problems with using natural wine cork," Mr Bissell said.

ProCork's 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 taint entering the wine, controlling the passage of oxygen through the cork and retaining cork moisture to prevent cork breakage.

The product 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 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 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.

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