

May 30, 2005.

WINE CLOSURE WORKSHOPS TO SPELL OUT PROCORK BENEFITS

The superior technical performance of a new cork-based wine closure ProCork will be the focus of a series of workshops being held in some of New Zealand's top wine producing regions in June.

To date nearly 100 winemakers and other industry professionals have signed up for the workshops which will be held in Auckland (June 7), Napier (June 8) and Blenheim (June 9) as part of a 14-stop roadshow tour of Australia and New Zealand.

The workshops are being jointly hosted by ProCork and its exclusive New Zealand distributor Carter & Associates and will include presentations by Technical Director Martin Caloghiris, Business Development Manager Lisa Roberts and ProCork founder and Chief Executive Dr Gregor Christie.

Dr Christie said the workshops were aimed at "sealing the future of cork" by educating industry professionals about the performance of various wine closures and the current status of the industry.

"The wine closure issue has been more hotly debated in New Zealand than just about anywhere in the world," Dr Christie said. "This is a testament to their commitment to providing consumers with great wine."

A comparative tasting of wine bottled under ProCork, screwcap and standard cork will be held as part of the workshops 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.

The presentation will also 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 screwcap in the current market.

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

ProCork's membrane technology was developed over a number of years by Melbourne-based Dr 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 which significantly reduce flavour modification, regulate the passage of oxygen through the cork and retain 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.

To register your interest please contact Marie on 64 9 836 4974. For further information visit the ProCork website at www.procork.com.au.

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PROCORK ROADSHOW SCHEDULE

Date	Location	Venue	Time
Tuesday 7th June	Auckland	Soljans Estate 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

ProCork – Your Questions Answered

What is a ProCork?

A ProCork is a natural cork with a membrane that protects wine from any impurities and enhances cork's natural attributes, giving wine greater flavour intensity and consistency and allowing wine to develop to its full potential.

Who developed ProCork?

Leading Australian winemakers and scientists have spent more than five years researching and developing the ProCork membrane technology to ensure the natural wine flavour is retained better in ProCork than any other closure.

Why Cork?

Cork is obtained from the bark of the *Quercus subur* (Cork Oak) and is harvested every nine years without harming the tree. The qualities of cork bark are uniquely suited to sealing a bottle of wine and have been used for more than 400 years. Most of the world's cork is produced in Portugal and Spain. Huge numbers of wildlife inhabit the natural cork forests and using cork enables these forests to remain part of the industrialised world.

Why use ProCork?

Wine sealed using ProCork retain flavour intensity and develop better and more consistently than wine from other closures on the market. Not only will you be drinking your wine at its best, you will be protecting centuries old forests for wildlife.

Has it been tested?

Extensive sensory and chemical analysis of wine bottled under ProCork by Australia's independent wine research authority, the Australian Wine Research Institute (AWRI), major wineries and other independent research bodies have shown it to outperform all competition. It has been shown to be better than screw cap and straight cork by improving flavour intensity and characteristics as well as producing less bottle variation. Lower levels of taint (including TCA) and other off flavour characteristics such as reduction faults have also been proven.

Will a ProCork affect my wine?

No. Other than preventing any off characters from entering the wine, ProCork will not have any adverse affect on the taste. Tests have shown that wines under ProCork have more intense flavours than other types of closures. The only affect ProCork will have is in helping the wine age properly.

Will my wine age properly?

The special characteristics of ProCork enhances the "breathing" properties of the cork so that all bottles will age properly, but with less risk of random oxidation, cork taint or reduction faults.

How does a ProCork work?

The technology revolves around layers of ultra thin membranes that are applied to each end of the cork. Each membrane serves a different purpose including, oxygen regulation, reducing evaporation, taint prevention and flavour retention.

Does it look different?

Other than the very thin seal on each end, the ProCork looks, feels and performs like any other cork. It has been designed for easy extraction and can be replaced to seal your unfinished wine just like a normal cork.

Where can I find more information?

Visit www.procork.com.au or call +61 (0)3 9314 1361.