

Aussie cork gains European milestone

THE first wine made in Europe and bottled with Australian ProCork technology has made its debut at leading United Kingdom retailer Tesco.

The decision by Italian producer Terrepicene to use ProCork in its Castellama brand will give drinkers natural cork with more confidence than ever that the flavour of the wine has not been affected by shortcomings of traditional cork closures.

The Castellama wines available under ProCork hit the shelves of Tesco stores at the end of March and the winemaker used neck tags to explain the benefits to consumers.

The milestone was achieved only three months after a major capital raising to fund global expansion on the back of ProCork's Australian success. While some well-known Australian wines on UK shelves have been under ProCork for nearly a year, the Castellama promotion is the first time it has used for wine made and bottled in Europe.

ProCork's technology revolves around a membrane applied to each end of the cork designed to significantly reduce flavour modification by reducing taint in the wine, controlling the passage of oxygen

through the cork and retaining cork moisture to prevent breakage.

ProCork executive director Archie Monteiro said the Castellama brand was well positioned to launch its public promotion of ProCork to wine consumers in Europe.

"Terrepicene's desire to deliver optimum drinking wine is confirmed by their decision to use ProCork for this vintage," he said.

"Tesco's support of ProCork should also be congratulated. Tesco is considering the interests of ensuring its customers are buying wine that retains and improves flavour intensity and characteristics, as the winemaker intended."

ProCork hopes to mirror its Australian success where it has gone from its launch in late 2004 to more than 30 million sales in some of Australia's leading wine brands.

The company has forward orders for a further 2.8 per cent of the Australian market with projections to gain around 10pc in 12 months. Archie said ProCork's technical performance combined with the improvements it makes on traditional cork made ProCork ideal.

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"Winemakers and cork suppliers have been screaming for a solution for cork taint while also being mindful of consumer preference for traditional cork," he said.

"ProCork's success in the Australian market over the last 12 months has shown we are on the right track in delivering this solution to the global market."

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