



ProCork's international debut

The first wine made, bottled and sealed in Europe with Australian technology ProCork made its international debut on the shelves of UK retailer Tesco in March.

Italian producer Terrepicene has chosen ProCork for its Castellama brand and is using necktags to explain the benefits of ProCork to customers.

The milestone was achieved three months after the completion of a capital raising to fund global expansion on the back of ProCork's success in Australia.

While some of Australia's best known wines in the UK have been under ProCork for nearly a year, the Castellama promotion was the first time ProCork has appeared on wine made and bottled in Europe.

ProCork's technology revolves around thin membranes applied to each end of the cork and designed to reduce flavour modification by reducing the amount of taint entering the wine, controlling the passage of oxygen through the cork and retaining cork moisture.

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

"Tesco's support of ProCork should also be congratulated. Tesco is considering ProCork in the interests of ensuring their customers are purchasing wine that retains and improves flavour intensity and characteristics, just as the winemaker intended," Archie said.

ProCork hopes to mirror its Australian success where it has gone from its launch in late 2004 to more than 30 million sales.

The company has forward orders for a further 2.8% of the Australian market with projections to gain around 10% in the next 12 months.

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