



P R O C O R K

September 22, 2003.

## **MOUNT AVOCA AND PROCORK SCOOP BALLARAT WINE SHOW**

Family-owned Victorian winery Mount Avoca picked up seven medals, including four golds, at the recent Ballarat Wine Show.

The results confirm principal winemaker and owner Matthew Barry's decision to buy-back the winery his father establish 30 years ago and gives revolutionary new cork closure ProCork its first medals.

"This is a great result for everyone at Mount Avoca and ProCork and really confirms to us that we made the right decision to bring the Mount Avoca label back under the Barry name," he said.

Mount Avoca winemaker Luke Fitzpatrick said the results were a reflection of the underlying quality of the wines and the region coupled with a more aggressive blending and oak program.

"With Matthew at the helm we are able to be really decisive and we are all completely refocussed on wine quality. We have purchased large amounts of new oak and the recent dry years have added to the fruit intensity," he said.

Mr Fitzpatrick recently returned from a month studying wine in Burgundy and Bordeaux to run winemaking operations at Mount Avoca.

All the red wines entered by Mount Avoca, which were amongst the most highly pointed wines of the show, were bottled under ProCork.

"Mount Avoca is committed to bottling all of its wines under this new technology which enhances the performance of cork and reduces the risk of cork taint," Mr Barry said.

"Given the recent articles and data highlighting the reductive aspect of screw-cap, we know that using ProCork is absolutely the best way to present wines.

"Four gold medals for red wines is a great result, and while it is the wine that wins the medal, it is the ProCork that ensures we are presenting the wines under the best possible conditions."



## P R O C O R K

ProCork chief executive officer Gregor Christie said Mr Barry's bold decision to be the first winery to use ProCork had been justified.

"This is our first wine to be commercially available, and while credit for the medals lies principally with Matthew we would like to think we made a small contribution," he said.

"We look forward to doing our little bit for many other wineries over coming months and years."

ProCork moved one step closer to commercialisation last month with a new round of successful testing at the Australian Wine Research Institute (AWRI).

Sensory testing by eight AWRI sensory panel members found no bottle variation or any perceptible level of taint or other off flavour irregularities in the 24 samples tested after nine months cellaring.

The team of scientists, engineers and industry professionals at ProCork have spent more than three years developing technology that reduces the fear of "cork taint" enabling natural cork to be used with confidence in wine and other beverages.

The technology revolves around a series of membranes that are applied to each end of the cork that significantly reduces flavour modification and reduces chemicals entering the wine, regulates the passage of oxygen through the cork and retains cork moisture resulting in less cork breakage.

ENDS

---

### Media Enquiries:

Matthew Barry  
Mount Avoca  
Proprietor/Winemaker  
(03) 5465 3282  
0417 327 527

Gregor Christie  
ProCork Pty Ltd  
Chief Executive Officer  
(03) 9214 5401  
0419 599 597