

# *I'll drink to that!*



Vinpac Packaging has released a brand new innovation in sparkling wine closures. The SPK is a re-sealable closure that offers a range of benefits over natural cork—and other synthetic sparkling wine closures—including high and consistent CO<sub>2</sub> retention, improved consumer convenience and greater brand differentiation on shelf. Sparkling wine is an affordable luxury for many consumers, but the convenience of the new SPK closure means it could instead become an everyday reward.

Developed and manufactured in Australia, the SPK incorporates a patented foil barrier with a tamper evident cap that holds the closure onto a standard sparkling wine bottle. The internal collet locks onto the bottle, which allows the closure to be easily opened and resealed. The high-pressure liquid seal prevents leakage under extreme conditions and preserves the wine cleanly with zero undesirable flavour modification.

David Hutton, general manager Vinpac International said “Commercial SPK bottlings have commenced with significant interest across Australia and New Zealand. The closure is gaining similar momentum as screw cap closures did with still wines around the millennium.”

No special bottles or bottling equipment is required to use SPK closures. SPK can be applied on high speed lines with simple conversion of standard equipment for standard corkers or screw cappers. Vinpac's sparkling line has undergone minor modifications to apply the SPK and is running smoothly with great results on application, line speed, presentation and performance. Vinpac engineers are also meeting with dozens of independent bottlers and major wineries around Australia and New Zealand, offering conversion kits and expertise on applying the closures.

“We're rapt with the enormous interest the industry has shown in the SPK closure,” David continues. “SPK's consistent gas retention results and re-sealability have generated interest across sparkling price points. Premium sparkling producers are attracted by its consistent CO<sub>2</sub> retention and are using the closure as a point of difference, converting from traditional corks and crown seals to the SPK. Significant interest has also been shown for on premise products due to the enormous benefits the closure offers around re-sealability.”

The SPK has undergone rigorous testing several global industry trial test partners including wine technology leaders Provisor. The Australian Wine Research Institute (AWRI) has summarised the results of all testing (this report is available upon request) and found that SPK performed the same or better than a traditional sparkling wine cork and muselet closure in all independent testing. The AWRI's review declared the SPK closure to be ‘fit for purpose’, in that it provides equivalent or superior performance to traditional cork and muselet closures.

Lisa Roberts, Vinpac Packaging national sales manager, added, “The SPK closure offers Australian and New Zealand wineries convenience, confidence, and a contemporary marketing edge. SPK preserves the sparkle and taste in the wine, creates market differentiation, is cost competitive and offers a lower carbon footprint. The SPK closure is safe and easy to open with the added benefit of its convenient re-seal between glasses.”

The SPK closure is available exclusively through Vinpac Packaging in Australia and New Zealand.



The new SPK product offers such benefits for sparkling wines that internationally renowned winemaker Evans & Tate has chosen to use the closure exclusively for their new sparkling product.

“Zamphire is a sophisticated new sparkling wine from Evans & Tate, created in a distinctly European style. The wine features an industry first, a resealable closure that locks in the freshness and the bubbles to allow consumers to enjoy a glass whenever the occasion calls,” explains Rose Scott, general manager global sales and marketing, Evans & Tate

Zamphire is a blend of Chardonnay and Chenin Blanc sourced from Margaret River, Western Australia. This non-vintage blend combines the traditions of two famous French sparkling wine regions: Chardonnay from Champagne and Chenin Blanc from the Loire Valley. Packaged in a strikingly designed bottle, the new wine takes its name from the samphire flower which grows wild in Western Australia.

“Zamphire by Evans & Tate was developed to provide a solution to a consumer insight: ‘I love sparkling wine. I would have it more often, but if you don’t finish the bottle the bubbles go flat. I’d like to enjoy a glass or two when I like.’

“The resealable closure of Zamphire by Evans & Tate appeals to sparkling wine consumers as it allows them to have a glass or two, reseal the bottle and save the rest for another day. Equally, another common consumer frustration is solved—consumers love the ‘pop’ of a sparkling wine, but find it difficult to open bottles,” Rose continues.

“In many ways, the new closure is sparkling’s equivalent to screw cap. With the wine protected against cork taint, this new closure brings the same benefits to sparkling as screw caps did to table wine. Additionally, as the closure is reusable, it keeps the bubbles fresh over a longer period of time and allows consumers to enjoy a glass as the occasion calls. Another benefit of the closure is that it is 100 per cent recyclable and can be placed with all other recyclable material for collection and recycling,” Rose concludes. Zamphire will have an RRP of \$22.99 and will be available in-store from August 2009.

“With innovation being a key driver of the sparkling category and the wine featuring this unique closure, we feel sure Zamphire by Evans & Tate will be a success.”