



# Standing out is easy

The US is one of the most challenging wine markets in the world. Finding a competitive advantage that helps positively connect a brand with consumers in a crowded marketplace is one of the keys to success.

The challenge for wineries (Australian in particular) is to find new and innovative ways of 'trading up' consumers to higher value wines.

Zork is a specially designed wine closure which incorporates the convenience of a tear band (thus not requiring a special tool to open); an internal foil ensuring wine quality via a predictable Oxygen Transfer Rate (OTR), and the traditional 'pop' upon opening which is lost in other non-cork closures.

These design features allow Zork to deliver a strong competitive advantage in a crowded market, and brands under Zork have achieved success not only in the US, but worldwide.

Following this success, Zork now boasts in-country production in Australia, the USA and Europe.

Zork will be represented at the Unified Wine and Grape Symposium through the US licensee Portola Packaging Inc, recognised as a leading closure manufacturer in a number of industries globally but especially the USA.

"The Unified Wine and Grape Symposium is an important event for Zork," says technical director of Zork, John Brooks.

"This is the first time we have had the opportunity of presenting on such a scale to the US industry. Since the appointment of Portola Packaging as licensee during the past 12 months, Zork has received a very positive reception in this market from wineries, distributors, retailers and now more than ever – consumers.

"To support brands in the market under Zork, we are developing retail programs to

further support their efforts. Our partnership with Portola has allowed us to cement our place in this market and support our US customers more than ever before."

[www.zork.com.au](http://www.zork.com.au)



Zork technical director John Brooks