



NEW RE-SEALABLE BOTTLE TOP SET TO REVOLUTIONISE SPARKLING WINE MARKET

A revolutionary new re-sealable top for sparkling wine is being launched in the UK by Tesco this week. The breakthrough means that consumers who would like just a glass of sparkling wine won't have to worry about the rest of the bottle going flat as the new device will totally reseal it.

The top, called Zork, is a further demonstration of Tesco's commitment to introducing innovation for customers. In 2002 Tesco became the first supermarket to switch all its own label wines over to screwcap and believes Zork presents a similar opportunity for sparkling wine.

Dan Jago Tesco Beer Wines and Spirits category director said: "This is great news for customers who are just looking to enjoy the odd glass of sparkling wine. The bottle can now be perfectly re-sealed and we believe the innovation will introduce more people to sparkling wine.

"The Zork top is not only safe and easy to use but also retains the satisfying pop, as well as the sense of celebration and ceremony associated with opening a bottle of sparkling wine.

"And there's further good news as it 100 per cent recyclable and can be used to reseal other similar bottles."

Zork first launched in Australia and was developed in response to demand for a reliable, resealable closure for sparkling wines. Tesco is the first retailer to bring the closure to the UK.

Four sparkling wines sold by Tesco will initially feature the Zork top - Sparkling Mateus Brut Rosé; Tesco 1531 Blanquette de Limoux; Dino Durello Spumante; and Tesco Finest Angas Brut Rosé.

Currently a range of regulations in protected geographical areas prevent alternative closures being used, but in some places this has already been accommodated. The Zork for the Tesco 1531 Blanquette de Limoux has been customised to include the appellation name stamped onto the top to meet regulations.

Zork offers

- High and consistent CO2 retention
- Taint free - no TCA or flavour modification
- Easy opening - safe and intuitive
- Reseal - reseals and retains pressure

For consumers it also offers the following:

- Confidence in consistency of the product
- Convenience of opening and reseal
- Contemporary styling

For further information visit www.zork.com.au and for a clip of Zork being opened <http://www.youtube.com/watch?v=h344dc5k3i8>

For more information please contact:

Mary Rochester Gearing – Tesco BWS PR Manager

mary.rochester-gearing@uk.tesco.com

07748187773

Judith Candy – Business Development Manager - UK and Europe ZORK Pty Ltd

Judith@zork.com.au

07766 417401