



MEDIA RELEASE

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Wine Shield – Get the last drop of profit out of every bottle

A revolutionary new product that promises to keep wine fresh for up to five days after the bottle is opened is set to save restaurants thousands of dollars per annum in wastage.

Scientifically tested by world regarded laboratories in Australia and USA, Wine Shield is a disc that takes five seconds to insert, and when deployed into an opened bottle will act as a screen to protect wine from the damaging effects of oxidation.

This means that more premium wines by the glass can be offered to customers with the peace of mind the wine will still have the taste and aroma just as the winemaker intended for up to five days after opening.

Unlike other wine preserving methods, Wine Shield only needs to be inserted into the bottle once after opening, so staff can “set it and forget it”. This distinguishes Wine Shield from pumps and argon gas systems, where open bottles of wine need to be gassed and pumped multiple times to maintain freshness. Pumping removes wine aromas and the gas dissolves into the atmosphere, or the wine.

Wine Shield is made from similar material to the inside of a Stelvin lid and creates a barrier between the wine and the empty space in the bottle, stopping oxygen from impairing the wine and maintaining its freshness for up to five days.

Wine Shield is also visible, so you know that the wine is kept fresh so you can eliminate – “waiter, I think this wine is off!”

Inventor, Barry Rees developed the product after watching busy bar staff struggling with clumsy argon gas bottles and endlessly pumping vacuum pumps.

“Winemakers appreciate our approach, as they use ‘lids’ on the wine in tanks when they are in the winemaking process, for the very purpose of keeping oxygen from the wine,” said Barry.

Importantly, Wine Shield is more cost effective than other products on the market. Compared with up to \$1.00 per bottle for other methods, Wine Shield offers the same level of protection at a wholesale volume price of less than 40 cents per disc.

“As you only need one Wine Shield for every bottle of wine, it not only minimises your wastage but it will keep your operating costs down, giving you the freedom to offer more wines by the glass (and premium products) without the threat of oxidation and profits poured down the drain. Tests show that large restaurants can lose up to \$20,000 per year in wine wastage,” Barry concluded.

Conveniently, Wine Shield has been made to be fully recyclable so you can dispose of it with empty bottles.

Wine Shield is available from June 2010 at www.winepreserva.com or through the following distributors:

- Global Fine Wines
- Red Frog Imports
- Winex
- Put a cork in it
- Nick's Wine Merchants, and other specialty liquor outlets

- Ends -

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