



## Kiwis take up Aussie know-how

As reported in the January edition of *Grapegrower & Winemaker* McLaren Vale brand Red Knot has been achieving great success in New Zealand. It continues to be one of the fastest-growing brands across the Tasman and its success is proving a good case study for wineries considering ZORK as a wine closure.

Red Knot's John Davey says ZORK is a point of difference that provides appeal for some people. "ZORK is a closure that helps the bottle stand out and is very practical from a consumer and winemaker point of view," he said.

Since January a number of NZ brands have either extended their range of wine under ZORK or adopted the closure for the first time. One of the bigger players is winemaking group Spencer Hill. Based in the Upper Moutere Hills it produces wines under five labels, Spencer Hill, Tasman Bay, Latitude 41, Mariner and Goose Bay. The Latitude 41 range has been sealed with ZORK since 2006, but it was recently announced that the 2007 Mariner range will also be used.

It's a similar story at Paritua winery. Management there has decided to convert their white range to ZORK, which will follow their red range, which is presently using the closure.

Co-founder and technical director of ZORK, John Brooks, says advancements made in NZ are the direct result of the early innovation of Red Knot, which has driven customer acceptance and therefore demand from the retail sector. "John and Kym Davey were one of the first adopters of ZORK with the Red Knot range and were instrumental in introducing it to the NZ market," Brooks said. "It is very successful there, it has been the fastest-growing brand for quite some time, which has been great for us and really opened doors.

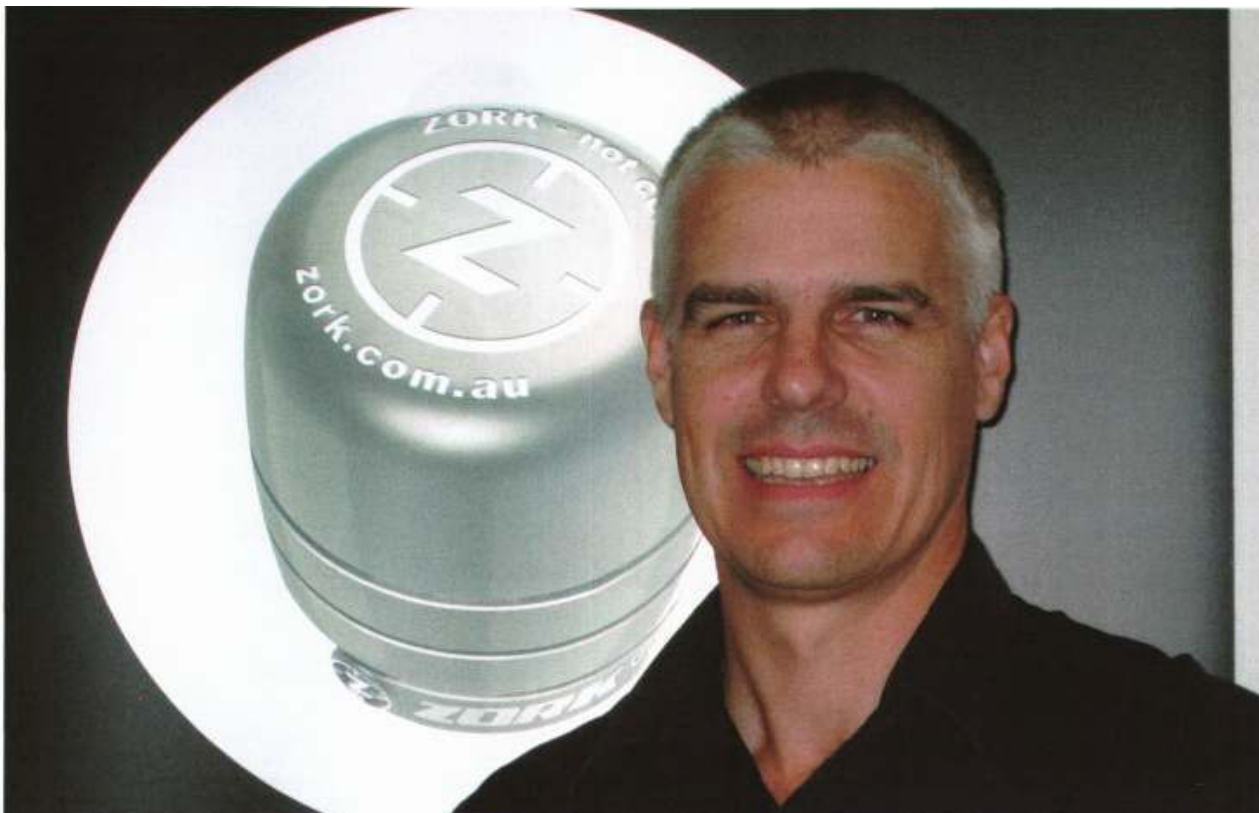
By proportion of the markets, we are selling more ZORK units in NZ than Australia. We have received really positive feedback from the distributors and retailers who have both said that it provides an interesting point of difference."

The Kiwis are not the only one who have adopted the innovation. United States Winery of the Year in 2005, Don Sebastiani and Sons has launched another three brands under ZORK "They are committed market innovators and feel that ZORK fits that profile," Brooks said. "The US is a real growth market for us, they are much more willing to try something new to get a competitive advantage. We have licensees in the US and Europe who have invested a considerable amount of capital and resources in developing production."

Brooks says ZORK is sold in a growing number of markets around the world and there is even a Japanese winery using ZORK because it believes it offers strong technical performance and a positive point of difference in a market dominated by technical innovations.

Brooks says regular visits to key international wine markets have helped give ZORK a global focus.

"We need to keep in mind that Australia only accounts for 5.6% of the world's production of wine," he said. "Australia has always been innovative in adopting winemaking technology, but not necessarily in wine marketing. Technical advantages aside, one of ZORK's major attributes is that it provides a competitive advantage in very tough retail markets, and let's face it there are not too many easy retail markets in the wine industry."



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