

ZORK INVENTOR ON PRIMETIME SIMON MAYO SHOW

Zork inventor, John Brooks, was interviewed live on prime time radio on Friday (15th October). John Brooks featured in the Innovations Slot during the popular Simon Mayo Drive Time BBC Radio 2 show.

John Brooks was interviewed by Rebecca Pike who started off by describing the difficulty of re-sealing bottles of sparkling wine after opening without losing the bubbles. Rebecca described it as a “genuine problem” and described the ZORK SPK as “the world’s first re-sealable closure for sparkling wine”.

John Brooks was speaking live from Adelaide and described the ZORK SPK, pointing out it gives a “nice big pop” when opened. Rebecca clarified that you buy the bottle with the ZORK SPK already on the bottle. John agreed, saying “it essentially gives consumers a free re-sealer that they can use back on the same bottle - or keep it in the drawer and use it for other bottles”

During the show, Rebecca Pike opened a bottle of sparkling wine live on air to test the ZORK SPK. She said that she had previously opened and re-sealed the bottle using the ZORK SPK (two days before). A “pop” was heard on air as she opened the bottle and Simon Mayo and Rebecca confirmed it looked very frothy and looked “just as if I’d opened the bottle for the first time”. Simon was asked to taste the wine so see if it had gone flat. A few minutes later Simon confirmed it was “completely fizzy” – and tasted as if it had been opened for the very first time.

The Zork SPK can be found on 4 bottles that are going into Tesco this week, with more to follow.
Mateus Sparkling Rose
Tesco 1531 Blanquette de Limoux
Tesco Finest Angus Sparkling Rose
Dino Durello Spumante

John Brooks said that Tesco had been a “real supporter” of ZORK

Finally Rebecca asked John if a teaspoon in the neck of a bottle will keep the fizz from escaping. John confirmed it is a “big fat urban myth”

Simon Mayo concluded with the words “good innovation, that”

The interview can be heard on the BBC iplayer until 22nd October 2010:
<http://www.bbc.co.uk/programmes/b00v6kd4> Move the slider to 1 hour 26 minutes

Watch a ZORK SPK in action on this 30 second clip:

<http://www.youtube.com/watch?v=h344dc5k3i8>

For more information on ZORK SPK:

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ZORK peel and reseal closures

Background on ZORK SPK

Who or what is ZORK?

ZORK is a privately owned South Australian company that designs innovative alternative closures for the drinks industry. Products that have made it to market to date are STL (for still wine) and SPK (for sparkling wine).

What is ZORK SPK?

The ZORK SPK is the world's first re-sealable top for sparkling wines. This radical design move will change forever the presentation and closure of sparkling wine.

The ZORK SPK is put on the bottle by the winemaker instead of the traditional cork and wire cage.

ZORK SPK offers customers the benefits of easy opening and uniquely, the ability to re-seal, which encourages consumption in moderation and extends the life of the wine.

Containing an ingenious four- piece construction, SPK features a soft seal which holds the pressure, a foil gas barrier to prevent flatness and oxidation, and a collet and cap locking mechanism.

ZORK SPK has a 40 per cent smaller carbon footprint than the cork and wire alternative, becomes a reusable re-sealer for other bottles for the rest of its working lifetime and is 100 per cent recyclable.

Innovation Awards

ZORK won the Amcor Gold Innovation Award for ZORK SPK in late 2009. Presented by the Packaging Council of Australia, the Award recognises outstanding achievements in packaging innovation

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