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PRESS RELEASE: ROCKY CREEK WINERY RELEASES THEIR ENTIRE PRODUCTION LINE 2011 USING ZORK CLOSURE – FIRST WESTERN CANADA WINERY TO USE THE PRODUCT

Rocky Creek Winery is a sustainable winery and one thing that also fits in with their philosophy to be sustainable is the first full production release using the recyclable, reusable ZORK closure. It's the Strip and Sip!

"The ZORK closure is prized for its unique, eye-catching design; reusable, recyclable components; and optimum oxygen transmission rate. It's fun, easy to open and, unlike a screwcap, it has the celebratory "pop" of a cork." www.ZORKusa.com*. The bottling line for Rocky Creek Winery was easily adapted for ZORK. "It has been engineered to perform identically to cork, without the risk of cork-taint." Linda Holford, President, Rocky Creek Winery. "We are also reviewing the ZORK for sparkling and in the future will be using that closure for the sparkling as soon as it is available in Canada." The sparkling closure will allow the consumer to reseal the sparkling after opening.

"We have done a pilot test of the ZORK closure over the last 3 years and learned many of the challenges associated with this product." Linda states, "We had some manufacturing issues around specifications of bottles for this product, however, it is worth the learning experience to gain access to this product on the entire production line." "We like to be innovative and find ways to do things that aid in making the quality of wines better and help the environment." Winemaker, Mark Holford states. "ZORK is great because it has an aluminum layer that allows a tiny amount of air permeability, which will enhance the wines over the years stored, something that screwcaps don't have."

The upcoming releases of the wines will begin April 2011. Previous vintages used the synthetic corks, which they were pleased with. However, many consumers find that the synthetic corks are hard to take out of the bottle and put back in. Rocky Creek Winery started using ZORK because of one store was always hearing that the synthetic cork is too hard to get out of the small blackberry wine bottle; customers would buy their competition because of that reason. The ZORK was trialled because of this request to find something else. Now the entire production line follows suit. "So just remember that sometimes one comment from a consumer can change the direction of a company. Cheers!"

www.rockycreekwinery.ca

*ZORK USA is a division of Portola Packaging, Inc. a US-based global designer, manufacturer and marketer of recyclable plastic closures, bottles and related equipment and tooling used for packaging beverages. It holds over 100 design and engineering patents and has 13 manufacturing facilities worldwide, including state of the art plant in Tolleson, Arizona. The company is introducing ZORK to wineries in the US, Canada and Mexico.