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*“Strip & Sip” — ZORK Wine Closure Excites Wineries
at Unified Wine & Grape Symposium*

Armstrong Associates creates new launch for ZORK USA wine closure

Santa Rosa, CA – February 12, 2010 – Using a memorable tagline and eye-catching visuals, Armstrong Associates successfully re-launched ZORK USA’s alternative wine closure at the 2010 Unified Wine & Grape Symposium.

As screw caps and alternative wine closures began to gain market share, ZORK USA brought in Mario Carofanello to energize the sales program. Recognizing the expertise Armstrong Associates had in the wine industry as it related to consumer and wine production, Carofanello hired the creative agency to accelerate his marketing effort.

Armstrong sought a simple and memorable way to illustrate the many qualities of the ZORK closure, including its ability to maintain a wine’s integrity, ease of opening for consumer convenience, cost effectiveness for production and its fully recyclable and reusable features.

The marketing firm found it to be a “perfect closure,” Armstrong aligned it with other everyday perfect and natural “closures” such as banana skin and eggshell—using the branding slogan, “Strip & Sip.” The slogan, along with a super graphic rendition of a red ZORK closure, formed the visual message for their Unified Symposium billboard and tradeshow exhibit. In addition, Armstrong created print and online banner ads, and an email campaign that promoted the closure and drove show attendees to the ZORK booth.



The re-launch proved to be a success per Carofanello, “ZORK USA has been at Unified for the past 4 years with a very large 20-ft banner on-site, yet this was the first year we really profited from the marketing—all because of the powerful, yet simple graphics and message: ‘Strip & Sip.’ Armstrong Associates possess the clarity to see the benefits a product delivers to its various markets, and succinctly drives that message directly to them.”

Originated in Australia, ZORK is a revolutionary closure that eliminates the chance of cork taint and random oxidation that can occur using traditional cork closures. With the convenience of a screw top and a plunger that “pops” upon extraction, the ZORK closure provides an optimized oxygen transfer rate, easily and securely reseals after opening and is fully recyclable. ZORK is being used by many successful and growing brands across a range of price and quality points.

Based in Santa Rosa, California, Armstrong Associates provides brand development and creative services for clients such as Beam Wine Global Spirits, Voltage Valet Travel Products, Hilmar Ingredients, Redwood Empire Food Bank, QKA Architecture, SupHerb Farms and Culinary Farms. To learn more about Armstrong Associates please visit www.armstrongcreates.com.

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Attachments: ZORK Perfect Closure ad, Strip & Sip banner at Unified Symposium