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Armstrong Associates Makes It Pop for ZORK at Unified Wine & Grape Symposium

Santa Rosa, CA—Feb 10, 2011— For the second year, Armstrong Associates creative work boosted booth traffic and awareness for ZORK USA at the Unified Wine Symposium in Sacramento, CA. According to Mario Carofanello, director of sales for ZORK USA, “It was clear that ZORK’s level of market penetration and brand awareness is gaining momentum. Everyone saw our huge ZORK Strip and Sip banner at registration and when they came to our booth they said ‘I want to try a ZORK’: it was fantastic.”

The ZORK wine closure is prized for its unique, eye-catching design; reusable, recyclable components; and optimum oxygen transmission rate to preserve wine quality. It’s easy to open and, unlike a screw cap, it has the celebratory “pop” of a cork. Because the ZORK replaces both the stopper and capsule it delivers cost and time savings.

ZORK also introduced a cooperative promotional program for wineries, strategized and designed by Armstrong Associates. “ZORK is flat out different – it looks different on the bottle, it helps a wine stand out from the crowd and its consumer appeal gives the wine brand a marketing edge,” according to Creative Director Tom Armstrong. The co-op program incorporates print-ready co-branded POS materials including bottle neckers, shelf talkers, table tents, waitstaff cards, and distributor sell sheets.

How to
Strip & Sip™
with Leese - Fitch Pinot Noir



ZORK is the perfect closure. It's so easy to open.
Start with the "Z" and STRIP...and sip!

Start a conversation

- Fun – celebratory “Pop!”
- Safe – no cork taint
- Reusable – take ZORK home to reseal other bottles
- ♻️ – Environmentally friendly – fully recyclable
- Invented in Australia
- Conversation starter – Suggest the guest opens the second bottle

ZORK.USA
ZORKusa.com

“Most wineries have limited marketing budgets for POS materials and this is our way of helping them introduce ZORK to their customers and distribution partners,” added Carofanello.

ZORK USA is a division of Portola Packaging, Inc., one of the nation’s leading manufacturers of food and beverage packaging and closures. ZORK closures are manufactured in Portola’s Tolleson, AZ, plant, ensuring timely delivery. Bottling lines are easily adapted for ZORK. Learn more at: www.zork.com.au/usa

To learn more about Armstrong Associates visit www.armstrongcreates.com.

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