

## Cracka Wines, A New Online Auction Player For The Wine Industry

A new **wine sales** auction site, Cracka Wines has launched with thirty premium wine producers signed, with an aim of filling the space between the discount site Grays Online and the vintage wine player Langton's.

Dean Taylor, the managing director of Cracka Wines and founder of Wine Ark, wine storage organisation stated "The market between \$10 and \$25 a bottle has been largely missed by the existing wine auctioneers."

Mr Taylor who has joined forces carsales.com.au head Shane Pettiona and wine columnist Angus Hughson, stated this new auction site gives producers a means to get their wines on the web with having to set up their own, individual online transactional service.

Mr Taylor stated "We're trying to provide an additional sales channel for wineries, who are being squeezed between the wine glut and the dominance of Coles and Woolworths."

The first **online wine** auction which goes live on September 27 uses the inventive "Dutch auction" system, whereby the bid commences from the recommended retail price and then over time, the bid price decreases.

The Cracka Wines system is unique whereby bidder at any time during the auction can set their purchase price but the only risk being if they allow the price to fall too low, they may find there is no longer available stock of their desired wine to buy.

Unlike traditional online **wine** auctions whereby buyers vie for individual lots, the Dutch auction system allows multiple wines items to be sold at the same time, leaving no risk of the potential buyer being outbid in the dying moments of an auction's end.

Mr Taylor said "Most people expect to get at least 20 per cent off RRP for buying a case from a retailer, and this gives you the opportunity to get more than that — at between 30 and 40 per cent off is where people really start to move into the market, and we expect that by the time we reach 45 per cent off, all the wine will be sold."

**Onlygoodwines.com**  
November 11th, 2010