



Cracka Wines joins the ‘one deal per day’ frenzy

[Cracka Wines](#) is joining the glut of one-deal-per-day clearance websites in Australia, but unlike its competitor Catchoftheday will specialise in wines only and adds an innovative dutch [auction](#) option to maximise selling prices for wine makers.

[Cracka Wines](#) launched 20th September and is the brainchild of Wine Ark founder Dean Taylor and “digital media guru” (and current COO of Carsales.com.au) Shane Pettiona. Well-known wine identity, Angus Hughson, heads the start-up’s Wine Selection Panel, ensuring only the best wines are offered for sale as well as pulling together a massive amount of wine editorial content that will be a feature of the site. In addition, Andrew Graham, a WCA Wine Journalism ‘Young Gun’, lends a hand as the Social Media Manager, who will taste and ‘tweet’ his way through all the Cracka brands.

[Cracka Wines](#) will offer two entirely new and convenient channels to purchase well-known, highly regarded [wines at great prices](#).

Cracka’s [Wine Auctions](#) will officially commence on the 27 September and be held everyday thereafter at 1pm, seven days a week in a “Dutch Clock” auction style— where prices start at the RRP and continue to fall until all the stock has been sold.

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<http://www.dynamicbusiness.com.au/articles/articles-news/cracka-wines-catchoftheday-2024.html>