

NEWS

COMPILED BY JUDY SARRIS

Exciting new auction – Dom by the glass – Wine Australia initiative



TIME TO BID
Angus Hughson
and Dean Taylor.

IT'S A CRACKA

Here's a concept to get wine lovers' adrenalin flowing in the middle of the day, and could possibly land them some bargains to boot.

Cracka Wine Auctions, developed by Dean Taylor, founder and former owner of Wine-Ark, is a new retail platform that allows consumers to compete for a limited selection of premium wines over a short period of time using a new auction system that combines the best elements from Dutch auctions, English auctions and sealed first-price auctions.

Here's how it works. Cracka's prices start high, usually at full recommended retail price, and then start falling as the auction commences. On each revolution of their clock – about once every five seconds – the price drops another increment. Customers can buy their selected wine at any time by accepting the price displayed. The longer you wait, the lower the price but, if you wait too long, you could be pipped at the post. To make the process even more hair-raising, you can lodge sealed bids up to seven days before – and during – the auction. While you can see how many bids have been lodged, no prices are disclosed, creating further anticipation in customers.

The auctions are held on the dot of midday every day and are accessible via the internet and on 3G mobile devices such as iPhones, iPads and Blackberries. You can instigate email and SMS reminders for all wines in the auction, allowing you to track and bid on wines of interest.

Taylor, assisted by wine writer and educator Angus Hughson, has a strict policy of assessing and rejecting lesser-quality wines and assures us you won't find dumped parcels of bulk wines in the mix – plus they offer 100-per-cent money-back guarantee on all wines sold through Cracka Wine Auctions.

Alongside Cracka Wine Auctions you'll find Craka Wine Market, a search engine that provides consumers with an immense array of wine-related information, plus a platform where you can compare reviews for similar wines being sold at the same price point, and where wineries can offer current and back vintage wines for fixed and discount prices.

For more details, visit www.crackawines.com.au.

WINE POLL RESULTS

In the August/September issue of the magazine we asked you where the last glass you drank came from. A loyal 50 per cent of you said you had most recently imbibed an Aussie drop, while 25 per cent of you had sipped on a wine from France. Only one per cent had opened up wines from either Germany or Spain, and an equal number of you had enjoyed wines from Italy (six per cent), New Zealand (six per cent), Austria (six per cent), or had opened wines from elsewhere in the world (six per cent).

WINE POLL

TELL US WHAT YOU THINK

If you were given \$600 to spend on wine, would you buy:

- one really good bottle?
- six bottles of wine costing around \$100 each?
- 12 bottles of wine valued at around \$50 each?
- 30 bottles of wine selling for around \$20?

Vote at www.gourmettravellerwine.com.au