



Online experts launch wine auction site

A new online wine retailing business has been launched to "solve the ever-growing problems created by the Australian wine glut and the dominance of major retailers".

[Cracka Wines](#), which went live today, September 20, is the brainchild of Wine Ark founder Dean Taylor and digital media specialist (and current COO of Carsales.com.au) Shane Pettiona. 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 wine editorial content that will be a key feature of the site.

[Cracka Wines](#) is modestly described as "the ultimate one-stop shop for Australian wine lovers to [buy wines](#), explore tasting notes and share their love for great wines through this revolutionary on-line platform".

[Cracka Wines](#) will offer two channels to purchase well-known, highly regarded wines at competitive 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. The longer you wait the better the deal... but the higher your chances of missing out. It will be as exciting as it is efficient and all Melbourne, Sydney and Brisbane customers can expect delivery of their auction purchases within 48 hours.

Unlike some on-line wine auction houses, Cracka will not sell cleanskins, out of condition, faulty or bulk wines. Coriole (McLaren Vale), Curly Flat (Macedon Ranges), De Bortoli (Yarra Valley), Howard Park (Margaret River), Hungerford Hill (Hunter Valley), Kaesler (Barossa Valley) and Leasingham (Clare Valley) are just a few of the premium brands and five-star wineries in James Halliday's Australian Wine Companion 2011 Edition, available now on the site.

Cracka's [Wine Market](#) provides a powerful search engine that allows them to research and compare similar wines being sold at the same price point. Search results will include an extensive database of reviews from Australia's foremost wine writers.

Said the founders in a statement: "The rare combination of value, convenience and highly relevant information is likely to be a game changer and go a long way in driving a lot more wine buyers on-line."

They say [Cracka Wines](#) will not only be great for wine consumers but also for the many hundreds of [Australian wineries](#) currently being squeezed by the perfect storm of over-supply combined with increasing concentration of the retail channels. By cutting out the 'middle man', wineries will earn a higher price for their wines and consumers will get their wines cheaper.



[Cracka Wines](#) is offering a \$25 credit to new members and a chance to win \$5000 in cash. In addition, all buyers go into a weekly draw for a bottle of Penfolds Grange during 2010.

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