



Cracka Wines launches Website

Australia's newest wine auction site, [Cracka Wines](#), launched today (Sep 20), amid reports that Foster's wine division, Treasury Wine Estates, has signed on as a supplier.

More than 30 premium wine producers will be selling their labels through the site, which has been set up by Wine Ark founder, Dean Taylor, and carsales.com.au chief operations officer, Shane Pettiona.

Wineries to have already partnered with [Cracka Wines](#) include Coriole, De Bortoli and Hungerford Hill.

The [Cracka Wines](#) website contains separate sections for consumers and trade, and hopes to assist the hundreds of [Australian wineries](#) currently being squeezed by the over-supply situation.

Holders of liquor licenses will be able to take part in auctions every Tuesday afternoon in a 'Dutch Clock' auction style, where prices start at the LUC and continue to fall until all the stock is purchased.

The site allows for [pre-auction bids](#) to be placed up to seven days prior to the auction, giving retailers the opportunity to place bids 24 hours a day.

Retailers can also log into the site to watch the auction unfold online every Tuesday afternoon.

Wine writer, Matt Skinner, hosted the launch in Sydney today where guests took part in a test auction ahead of the very first [live auction](#) taking place on September 27.

Amy Looker | theshout.com.au | September 20, 2010

<http://www.theshout.com.au/2010/09/20/article/Cracka-Wines-launches-Website/IHDLA1LSGW.html>