



WORLD WIDE WINE

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Online retailer Cracka Wines has spent the last few years building up a loyal customer base, and now its community is helping the business expand overseas.

Wine is a huge part of Australian culture. Not only is it one of the country's biggest exports, but it's also at the heart of Aussie socialising – we are a culture that enjoys cracking open a bottle of wine to celebrate, to relax, to meet people, to taste and to savour flavours. Founded in 2010, Sydney-based online retailer Cracka Wines, recognised the social importance of wine in Australia. The startup has developed by relying on customer loyalty, word of mouth and authentic feedback. And now that it's looking to expand internationally – Cracka is calling on local support and consumer engagement to fund its next move forward.

CEO of Cracka Wines, Dean Taylor founded the direct-to-consumer business “to build an alternative route to market for small, medium and family-owned Australian wineries”, resisting the supermarket trend of private labels that undercut local sellers and production. Cracka Wines now has 250,000 customers, and after a couple of years lying low, it says it's gearing up its e-commerce operations in a major way for an international shift.

The Cracka Wines website has several innovative services that tie in with its focus on authentic products and engaged customers. The site's Wine Library is a growing resource with searchable articles on wine varietals, regions, wineries, and reviewers, complete with product recommendations. Cracka also emphasises affordability, running regular deals and discounts. Daily auctions, a unique feature of the site, invites customers to bid on products with falling prices.

Customer reviews are key for Cracka Wines. There are Cracka ratings, Cracka reviews, and expert reviews from wine writers. Customer reviews show up at conversion points throughout the site, courtesy of user-content platform Yotpo. Taylor cites the company's focus on “the real” authentic brand stories, and feedback. Between its Wine Library and range of reviews, Cracka Wines encourages its community of wine lovers to be informed in their purchasing.

As an exercise in brand loyalty, this raises the chances that customers will be satisfied with their purchases and are more likely to return and buy more. Cracka Rewards loyalty program does not hurt, either, awarding points for writing reviews as well as for making purchases – simple, yet clever.



1300 272 252 Wine Library **Cracka WINE LIBRARY** Sign In | Register Cart (0)

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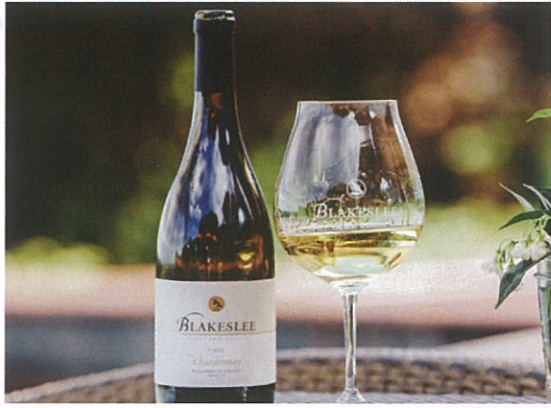
Home > Wine Library > Wine Varietals > Cabernet Franc

Cabernet Franc

A relative of cabernet sauvignon with lower acidity and tannin, cabernet franc plays an important part in many Bordeaux blends alongside merlot. It also takes a feature role in the wines of St-Emilion on the right bank and the Loire Valley region of France. Cabernet franc is well established in Italy, Napa and Sonoma in the US. Smaller plantings exist in Mendoza, New Zealand and Australia. A... [Continue Reading](#)

	<p>Flavours in this Varietal</p> <p>Blackcurrant (raspberry), Raspberry, Leafy, Floral, Violet, Peppery</p> <p>Appropriate Cuisines</p> <p>Red Meat, Lamb, Game Birds, Quail, Pheasant, Partridge, Pidgeon, White meats, Veal, Pork, Rabbit, Crocodile, Rich and Red Wine Sauces, Green Beans and Asparagus, Berry Sauces, French Cuisine</p> <p>Complementary Cheeses</p> <p>Brie, Edam, Dry Jack, Big Woods Blue</p> <p>Cellaring Potential</p> <p>5-15 years</p>
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Cracka Rewards Let's chat!



Cracka Wine says it has a solid grasp of the Australian market and online retailing. But, what about overseas? Asia has become a hot spot for wine retailers. Inland China in particular is Australia's biggest wine export, accounting for a record \$520 million in 2016, an increase of 40 percent. Digital retailing has also boomed, and not only in wine: online sales in China were up 33.4 percent in the first half of 2017. With the China-Australia Free Trade Agreement cutting tariffs since it came into force at the end of 2015, exporting has also become a more affordable option for small and mid-sized businesses. In this climate, it's not surprising that online wine sellers are seeking ways to tap into the Asian market.

Having built up a strong community in Australia, Cracka Wines is among those pureplays planning to spread its wings overseas, and it's inviting its local customers to play a part in the expansion. In September 2017, the Crowd-Sourced Funding Act commenced, allowing smaller investors to put up to \$10,000 towards unlisted, public, Australian companies worth under \$25 million. This has been a game changer for small businesses, and Cracka Wines is taking advantage of the new legislation. In 2017, the wine retailer announced a \$5 million crowd-funding campaign through platform Equitise, to "allow everyday Australians to invest" in Cracka's expansion into Asia.

The crowd-funding effort offers its investors special benefits, discounts, and promotions, giving priority to Cracka's most active customers. Shareholders had to make at least one purchase in the three months before the legislation came into force - a move that served as a callout to new and returning customers alike. Cracka Wines may only be several years old, but it already has an established consumer base, bounds of user-generated marketing, unique e-commerce offerings in its Wine Library and falling-price auctions, and plans for international growth in a booming market. With online wine retailing on the rise, this is a promising time to be Cracka Wines. It looks set to take its business a step, and an ocean further. 🚀