

At last! Exclusive cellar door wine without the expense of a weekend away!

Wine lovers can now buy rare, boutique wines direct from the cellar door—without ever having to leave the couch

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Wine lovers can now buy rare, boutique wines direct from the cellar door—without ever having to leave the couch—thanks to a new website launched late March 2014.

WineCloud.com.au lets consumers track down their favourite wine and discover new ones—whether it's unique cellar door wines, organic wines or cider.

The virtual cellar door was born after director Lynton Manuel moved from Adelaide to Sydney and found he missed the rare wines from small vineyards he used to pick up on trips to McLaren Vale, the Adelaide Hills and the Barossa Valley. "I just couldn't find them anywhere. The large liquor stores were only stocking the bigger brands" he said. So Manuel teamed up with a couple of mates and together they built WineCloud.

But WineCloud is not just about buying and selling wine. It's also a social media site where wine lovers can chat to the wine makers, ask each other's advice and rate their favourite drops.

"It's a great idea," says David Lehmann of David Franz Wines, one of many winemakers to embrace the project.

"I want my wine in as many channels as possible and as a small Vigneron and Winemaker the route to market can be a bumpy and at times expensive road. Even having great wine and packaging will not get you on the serious punters map if they don't know you exist. The guys at WineCloud have built a unique online wine platform for smaller players like myself to sell our wine. While I'll always support the traditional independent retail stores as much as I can, WineCloud introduces my babies to a completely new audience I probably would not otherwise reach. Everyone's a winner!"

WineCloud doesn't charge its sellers sign-up fees, but takes a small commission on the wines sold. Winemakers have full control and can decide how much they want to sell and the price at which they want to sell it.

To celebrate its launch, WineCloud is offering new customers the chance to win a Vintec wine cabinet valued at \$860. There is one entry for every bottle of wine purchased. All purchases are automatically entered. More information here: <http://www.winecloud.com.au/static/vintec/>

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Editorial note:

Team photos, logo and marketing resources available on our website <http://www.winecloud.com.au/static/media/>

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