



April 2006
For immediate release

Biographies - Craig MacPhee & Tania MacPhee

On a cold winters night not so long ago, a senior executive for a major financial institution had an epiphany.

Craig MacPhee stared forlornly at the tower of files growing near the desk of his fluorescent-lit office, glanced at his watch (it read 10:21pm), caught sight of his unhealthy pallor in the reflection of his office window and thought to himself, 'there has to be more to life than this'.

The money and the challenges and the pressure of the finance industry no longer fulfilled Craig's life objectives or fuelled his passions.

Craig, who cellared his first bottle of wine at 14 years of age, had always harboured a desire to work in wine.

Deciding to take fate into his own hands, Craig left his position in finance and embarked on a journey through Europe with his wife, Tania. During this expedition, whilst lingering over a fine Chianti in a wine bar in Rome, Craig and Tania decided to create their own business specialising in their shared passion – wine.

And so, MacPhees was founded in 2002, a specialist wine storage company based in Melbourne, operating throughout Australia and New Zealand and headed by Craig and Tania.

Tania MacPhee grew up in the wine business and represents the third generation of her family in the industry. Receiving her first pay packet from a part-time job during university studies, Tania invested this wisely by buying a bottle of Grange. She has completed both a Bachelor of Business (Marketing) Degree, graduating with distinction, and a Diploma of Financial Planning.

Tania previously worked as a marketing strategist for a consultancy firm in Collins Street, Melbourne. She is a super-mum and a shrewd business woman with a love of cooking, wine and entertaining.

Craig has an Executive MBA from the Australian Graduate School of Management, one of Australia's top MBA programs, from which he graduated with distinction.

In 2003 MacPhees became agents for EuroCave and began undertaking complete cellar fit outs, incorporating EuroCave and non-EuroCave solutions including climate control and wine racking. MacPhees covers all three major types of wine storage – off site, wine cabinets and cellars, and is viewed by many in the industry as setting a new benchmark in wine cellarage and storage.

Craig and Tania live in Melbourne and have two children, Lachlan (3) and Hayden (4 months).

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