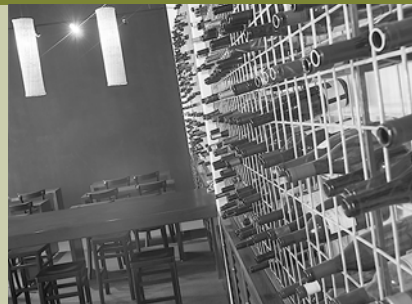


Cellaring Options

MacPhee's is the first wine storage specialist in Australia to offer the most comprehensive range of cellaring options all within a climate controlled environment. Your choice of cellaring facility depends on your individual requirements which we are more than happy to personally discuss with you.

Online Cellar

Your online cellar records show exactly what you have in your cellar. You can add tasting notes and values, check maturity profiles and graph your cellar to help you keep track of your wine and ensure it is drunk at its peak. When it's time to drink your wine, simply select the bottle or case and arrange for collection or delivery.



Managed Cellarage

If you don't have the time to maintain your cellar and cellar records, MacPhee's managed cellarage may be the best option for you. Features include:

- Complimentary pick up of your initial wine collection (within Melbourne's CBD)
- Your wine is carefully catalogued and each case is labelled with your personal identification number
- All details of your wine are uploaded to your exclusive online cellar (see next page)
- Additional wine you buy can be delivered directly to MacPhee's and you are notified as soon as your wine is added to your cellar
- Provenance certification is offered for wines you would like to sell
- You are only charged for the number of cases you store (e.g. less than \$16 a month for 100 bottles).

Private Cellars

Having your own private cellar means you can personally access your wine at your leisure and have total control of your wine collection. MacPhee's can assist with online cellar records, access and delivery if required.

Private Vaults

A very limited number of private vaults have been designed by highly respected members of the wine industry exclusively for clients seeking the ultimate in wine cellaring. Individual bottle racking means you are able to simply walk in and select a bottle, while some shelving is included to cater for magnums and special cases.

Wine Cabinets, Cellar Conditioners and Racking

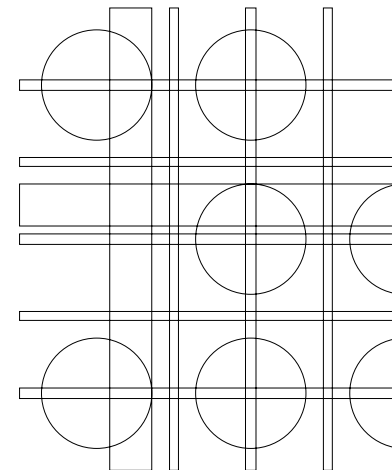
MacPhee's is the exclusive importer and distributor of world leading EuroCave wine cabinets, cellar conditioners and racking – delivering the ultimate in home cellaring solutions.

Please feel free to call us on 03 9696 5200 to discuss how MacPhee's can help look after your wine.

MacPhee's Wine Cellarage
31-37 Buckhurst Street
South Melbourne
Victoria 3205

Telephone 03 9696 5200
Facsimile 03 9686 5244
info@macphees.com
www.macphees.com

The wine storage specialists



macphee's
wine cellarage

www.macphees.com

Dear enthusiast,

When you're looking for a place to cellar your wine, you want to make sure it will be cared for by people who are committed to protecting your valued wine collection.

MacPhee's Wine Cellarage is unique in that it is run by us, the business owners, along with our dedicated team.

Why some of our clients store their wine at MacPhee's

Privacy is important to many of our clients which is why we take the upmost care in ensuring this is maintained.

Below is a list of quotes from private clients we've collected over time, with names purposely withheld.

What those in the know say

MacPhee's is the first choice in wine storage for many of the leading wine industry professionals, restaurateurs, wholesalers and wineries.

Here are some comments by well-respected industry authorities.

Ideal Cellaring Conditions

The average home can vary in temperature by up to 10 degrees over short periods and, in addition to Melbourne's low humidity, is not an ideal place to store your wine. If you do store your wine at home long term, you may ultimately be disappointed and have wasted a lot of time and money.



'If you are looking for a safe harbour for your wine in Melbourne (and who isn't), it's hard to go past MacPhee's Wine Cellarage. Nice people, state of the art facility but best of all is the very personal service they offer. These people will love you to death (as well as your wine); this is the kind of service we strive for at Langton's.' **Stewart Langton, Langton's Wine Auctions**



Our discerning clients know that we consistently offer a level of service and attention to detail they have come to expect.

We are extremely proud of the reputation we have built. It is not unusual for a prospective client to have been referred to us by several people including respected wine industry professionals.

MacPhee's is more than just a place to cellar your wine. As soon as you walk into MacPhee's you get a sense that we're passionate about wine and because we're well connected within the wine industry, you will get great value from the many additional services we offer.

Of course, if all you need is a place to store your wine, that's fine too.

If you have any queries about cellaring your wine, please feel free to call us on (03) 9696 5200.

Yours sincerely,

Craig and Tania MacPhee

- 'Now that I've got an ideal set up for storing my wine, I can buy more wine for cellaring!'
- 'Offsite storage is cheaper than I thought.'
- 'I spend a lot of money on wine so I want to look after it properly.'
- 'I thought it was okay to store wine in my house; I found out that it isn't.'
- 'My wine is out of the house and my partner couldn't be happier.'
- 'I'm buying some wine as an investment and MacPhee's 'provenance certification' means I can get the best possible price when I sell it.'
- 'Our friends had to pour their wine down the drain after storing it in their garage.'
- 'When I buy wine I get it delivered straight to MacPhee's. They catalogue it, put it with the rest of my wine and I get an email saying my online cellar's been updated.'
- 'I'll be working overseas for a few years and don't want to have to worry about my wine.'
- 'Storing my wine away from home means I'm not tempted to drink it before I should.'
- 'I want to cellar my wine at a proper wine cellarage, not a self storage place.'
- 'It was going to cost me over \$16,500 to build a cellar in a house I might sell one day.'

'Consumers are starting to understand the importance of properly cellaring their wine, which for many is a sizeable investment. In what has become a growth industry MacPhee's is by far the most professional cellarage I have come across. Apart from their state of the art climate controlled cellar, their live and on-line inventory system is easy to use and their professionalism and service is second to none.'

Philip Rich, The Stokehouse and Prince of Wales

'Temperature control is critical to wine quality. It's so important not to compromise the storage conditions of premium wines.'

Jeffrey Grosset, GROSSET WINES

'Craig and Tania MacPhee offer a very efficient, professional and user friendly cellaring service that many of my good customers make use of. Temperature at 14 degrees with constant humidity is wine bottle heaven!' **Randall Pollard, Proprietor, Randall The Wine Merchant**

'Working as a distributor for quality small vineyards (such as Grosset & Jasper Hill), excellent storage was a must. MacPhee's was the only company to offer temperature controlled storage as well as great stock control, full delivery service and friendly, helpful customer service second to none in the wine industry. I thoroughly recommend them.'

Tony Nowell, Moor Street Wines

In order for wine to be cellared correctly and mature at its best, it needs:

- 1 Cool and constant temperature
MacPhee's climate control systems utilise state-of-the-art refrigeration and heating technology to maintain an optimum temperature of 14 degrees (plus or minus one degree) all year round, whether it's 38°C or 4°C outside.
- 2 Substantial humidity
Humidity in the industry-agreed range of 65%-75% is maintained at MacPhee's throughout the year, protecting your wine against label mould and dry corks.
- 3 Even airflow distribution
MacPhee's purpose designed 'socks' provide the ultimate in even airflow distribution.
- 4 Darkness and limited bottle movement
Exposure to light and vibrations are kept to an absolute minimum at MacPhee's.