

macphee's
everything for
the wine enthusiast



Wine Accessories
EuroCave Wine Cabinets
Wine Retail
Custom Designed Cellars
Cellar Conditioners
Wine Racks
Offsite Storage

November 2008

MacPhee's adds wine retailing to the business

MacPhee's has done it again. Just one year after opening Melbourne's first wine accessories store in Coventry Street and seven years specialising in wine storage and preservation, MacPhee's has entered the wine retail market.

Now offering hand picked wines from Australia and overseas, MacPhee's is able to give its customers a complete wine package they most certainly have never experienced before. National Development Manager, Scott Irving, has big plans for the store. "We want to be able to give people wine experiences with a personal touch, guiding them through the reasons why they may like a particular wine variety, for example, or **helping them buy wines to create the cellar they've always wanted**," he says.

Not only can customers taste wines, they can **sit at the bar and learn how to identify, and put a name to the aromas in wine** using a sensory evaluation tool developed for wine enthusiasts. For those interested in learning more about a particular region or wine in general, they can choose from MacPhee's extensive collection of wine books and magazines or **try glassware specifically suited to their favourite variety**.

Craig MacPhee thinks wine retail is as much about what *not* to buy as what to buy. To the dismay of most retailers, Craig recently talked a customer out of buying a large quantity of wine after discovering that it really didn't suit the customer's needs. Instead he recommended a few individual bottles for initial trial. "I suppose I'm confident enough to know he's been given the right advice and so he'll be back," explains Craig.

"We're not about flogging wine," adds Craig. "MacPhee's is about creating new wine experiences and **helping customers to repeat 'magic moments'**, those unforgettable drinking experiences every wine enthusiast tries to relive. It's about giving our customers old fashioned personal attention and taking the time to understand and remember what they like to drink rather than selling the next bottle."

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Or visit MacPhee's website at www.macphees.com.au.

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