

EuroCave®

EuroCave in Australia

May 2003

A NEW AUSTRALIAN EUROCAVE TEAM DELIVERS NEW PRODUCTS TO LOCAL WINE LOVERS

French company, **EuroCave**, invented the wine cabinet concept more than 25 years ago and now specialise in the preservation and service of wine globally. **Here in Australia, wine-devoted husband and wife team, Craig and Tania MacPhee, has recently taken over distribution rights for EuroCave** – delivering the ultimate home cellaring solution for lovers of wine.

Injecting new energy into the Australian operations of this unique business, the MacPhees are bringing **new items from the EuroCave** range into this country. Foremost would have to be **Cellar Conditioners** that will revolutionise life for all those wine collectors converting **existing rooms in their homes into cellars. This simple and effective way to control temperatures means basements, garages, attics or spare bedrooms can all become cellars ... and you don't even need an electrician to install the unit!**

Apart from the easy to install Cellar Conditioners, **EuroCave** also, of course, offers its world **famous cabinets as well as racking systems**. Cabinets are available in a myriad of finishes, designs and sizes to suit all kinds of Australian interiors. Whether one lives in a **snug city apartment or a rambling country home**, there is a system and a look to suit all tastes. In addition, clever EuroCave designs mean clients can also choose **cellarage solutions suited to their collections – whether that is for magnums, champagne bottles or standard bottles.**

EuroCave wine cabinets are designed to take care of the six essential criteria for optimum wine preservation:

- Constant temperature
- Slow and continuous natural ventilation
- Specific layouts
- Vibration free operating
- Appropriate humidity
- Total darkness

Craig and Tania MacPhee are exceptionally qualified to advise Australians on wine storage. The couple **operate a unique wine cellarage in Victoria that is revolutionising the way urban dwellers collect, store and care for fine wines.** Their climate-controlled warehouse in South Melbourne has been purpose designed to ensure wine matures at its best. The property's sleek bar like design also means that regular **wine tastings, lunches and educational sessions** are run from the cellarage.

As Australian palates become more and more sophisticated and wine collecting and consuming continues to rise in this country, **home cellarage has taken on new importance.**

As Craig MacPhee explains: "The EuroCave temperature and humidity controlled Wine Storage Cabinet is **the only wine storage cabinet developed by a winemaker** and made in France specifically to mimic a traditional deep cellar and allow for the storage and cellaring of wine in optimum conditions regardless of the ambient. If people aren't able to access a traditional cellar and really want to preserve their wines in optimum condition, EuroCave is undoubtedly the most trustworthy and well designed system to choose."

To date over 50 million bottles are being stored in EuroCaves throughout the world. As the inventor of the wine cabinet concept, EuroCave is the only company in the world to devote all its knowledge and experience to the preservation of wine. Continuous improvements and innovations are always being introduced.

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