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## GLOBAL WINE COLLECTION MANAGER LAUNCHES

### CELLAR LINK Pty Ltd ACQUIRES THE BUSINESS INTERESTS OF AUSTRALIAN PORTFOLIO WINES Pty Ltd

- Cellar Link delivers advanced, tailored, online management solution for premium wine collections
- Access to secondary market trade platforms improved by launch of fine wine retail website in Hong Kong

**Sydney, 17 February 2009** Cellar Link Pty Ltd, a new Australian premier wine collection manager and fine wine retailer, today announces its launch onto the market, following the management buy-out of Australian Portfolio Wines Pty Ltd, the former premium wine brokerage house.

Eamonn Egan, former Group General Manager at Australian Portfolio Wines Pty Ltd, led the buy-out with support from a newly-strengthened team, following a strategic review of the business. The buy-out has enabled Sydney-based Cellar Link Pty Ltd to both restructure the core wine collection management business, as well as expand into the premium wine retail arena.

As a result, Cellar Link launches its "Global Wine Management Portal", a fully-integrated online platform for subscribed clients, enhancing this integration with specialised software from Sage Group plc<sup>1</sup>, the leading supplier of management software to businesses worldwide. The "Global Wine Management Portal" grants clients instant, secure access to their wine collection online, providing all the key resources (tasting notes, drinking window guidance, global market valuations) necessary to guide clients through the management process. Cellar Link clients can also access status reports and related invoicing for the storage and insurance of their wines in Cellar Link's managed, climate-controlled warehouses worldwide.

Cellar Link has also launched its new wine retail website ([www.cellarlink.hk](http://www.cellarlink.hk)), which is currently operational in Hong Kong to capitalise on the recent alcohol tax cut in Hong Kong and Macau, and Asia's growing interest in fine wine. The website doubles as a sales platform for Cellar Link's clients who wish to trade their wines on the retail market, coupled with the existing exit strategies of brokerage to trade and sale at established global auction houses.

In addition, a partnership with Wine-Searcher.com<sup>2</sup>, the world's premier wine search engine, offers Cellar Link clientele independent, monthly global valuation data for their collection via its "Global Wine Management Portal". Clients can log in to view indicative values for their wine across major markets in Australia, the United Kingdom, Hong Kong and the United States. Further expert insight including tasting

notes and ratings from wine critics, guidance on peak wine drinking windows as well as Cellar Link collection management advice is also available. Cellar Link's specialist brokerage managers then facilitate wine trade for those clients opting for brokerage services, and oversee the logistics and transactions on their chosen platforms.

The development of the Cellar Link business model was spearheaded by the Managing Director of the business, Eamonn Egan, who was keen to improve the manoeuvrability of clients' wines across secondary market platforms and offer wine collectors a cutting-edge, online wine management solution.

Egan comments, "We are genuinely excited to be operating in this space in the wine industry today. Premium Australian wine is still hugely popular among consumers and collectors alike, and our aim is to see our clients benefit as much as possible. For example, we're strategically launching our retail operations in the tax-free market of Hong Kong first, increasing our clients' potential for profit from a retail platform."

"Now that our system is fully-integrated, we're eager to hand the reins back to the client, so to speak," says Egan. "Wine collections can be hugely valuable and in the current economic climate, it's more important than ever to feel in control of one's collection. Cellar Link's Global Wine Management Portal gives wine investors the key resources and guidance they need to make informed decisions and our dedicated Cellar Link team can then act on their instructions. Having the added Hong Kong retail platform to trade across will also be a huge advantage for our clients."

Adds Egan, "We aimed to develop a system which simplifies the technicalities of premium wine brokerage around the world, and paves a smoother path for wine collectors to trade across key markets – and we have certainly achieved that."

Cellar Link will continue to develop the Global Wine Management Portal functionality to ensure clients receive the best level of service. The company also plans to expand the Cellar Link offering across other key global markets, such as the United States and the UK in the future, when the wine market settles once more.

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<sup>1</sup> Sage Group plc is a public company listed on the UK stock exchange and is a leading supplier of business management software and services to 5.8 million customers worldwide. From small start-ups to larger organisations, they make it easier for companies to manage their business processes. [www.sage.com](http://www.sage.com)

<sup>2</sup> Wine-Searcher.com is the world's number one search engine of wine stores, winery and wine auction price lists and catalogues, with up-to-date offers from the 9,327 lists refreshed on average twice a week. [www.winesearcher.com](http://www.winesearcher.com)

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