



Tuesday, June 9, 2015

Unique e-cellar expands ...

From the Producer – the free-to-use e-cellar door – is now available to members of state and regional industry associations.

Established by philanthropist and IT architect John Cameron in 2014 and supported by the Winemakers' Federation of Australia, the website celebrated its first anniversary in May with \$27,000 in sales – a modest but solid start for the pilot website.

“It was always the final goal that *From the Producer* would be freely available to all legitimate local wine producers,” Mr Cameron said.

“We started by working closely with the Winemakers' Federation of Australia and their assistance during our pilot year has been invaluable. Over the last year we have tested the technology and grown our offering to over 1,000 wines – working with producers, particularly winemakers, to integrate the platform into their businesses.

“We are now ready to invite wine businesses who are members of state and regional associations to come on board which is the natural next step for *From The Producer* and a substantial benefit to consumers.”

Federation Chief Executive Paul Evans congratulated Mr Cameron on the achievements and next steps for the website.

“More wines, more regions and more varieties all add up to making *From the Producer* a unique resource for producers and consumers,” said Mr Evans.

Mr Cameron said *From the Producer's* focus for the coming year would be on attracting customers to the site and generating more sales for producers.

“Significant savings come from buying direct. We are currently working with producers on a new business model for the site designed to share those savings between producers and their customers. Customers will be better off and producers will make more margin than through traditional channels. It's a win-win,” he said.

Mr Cameron established *From the Producer* last year to give Australian winemakers, cheese and other specialty food producers a foot in the retail door by providing them with a neutral marketplace where they could list and sell their products without having to go through a middleman.

The site remains free to use – it's free for producers to list their products on and it's free for consumers to browse/use and these elements remain at the heart of the initiative.

Producers can register with *From the Producer* via <http://fromtheproducer.com/newproducer>

Background:

The initiative is the brainchild of Victorian philanthropist John Cameron and has the support of the Winemakers' Federation of Australia. There's already over 1000 wines listed online at the website – and the number is growing.

John, Principal of Cameron Edge, is an architect of some massive IT and FIX developments – including being a lead writer of one of the world's first fully automated trading systems for the Australian Stock Exchange which replaced its trading floor.*

**FIX is a standard communications protocol used for electronic trading by banks, brokers and exchanges around the world.*

MEDIA CONTACTS: John Cameron john.cameron@cameronedge.com or 03 9817 2267, Alexia Deegan (WFA) – 0400 767 490