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MEDIA STATEMENT

Make great wine buys and support Aussie winemakers

No longer do purveyors of Australian wines have to hit the road because there's a new virtual cellar door where all the hard work has already been done.

Called *From the Producer*, the initiative is free and lets buyers scout many wineries and product lines with the swipe of finger or click of a mouse.

The initiative is the brainchild of Victorian philanthropist John Cameron and has the support of the Winemakers' Federation of Australia. There's already over 570 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.

These days, 100% of John's product sales income and fees are ploughed into charity work and supporting initiatives like *From the Producer*.

"Visitors to Australia envy the diversity and quality of our local produce and we now have an opportunity to get behind local producers and give them our support," Mr Cameron said.

"We can empower them by buying direct through *From the Producer* – a free and neutral central marketplace where consumers can find local producers and their products.

"It's a completely automated service managed by the producers themselves which means that it costs almost nothing to run. I have put it in 'the Cloud' where it can run forever as a free service allowing local producers and consumers to connect and do business.

"Industry associations, such as the Winemakers' Federation of Australia, check that producers listed on the site are association members in good standing. This check gives the consumer confidence that listed producers are reputable and reliable sellers.

Winemakers Federation of Australia President Tony D'Aloisio commended the initiative.

“From the Producer is an important addition to the retail landscape,” Mr D’Aloisio said.

“It especially has a role to play in assisting smaller wineries and young winemakers that might not have ready access to a retail distribution network, shelf space or a cellar door of their own,” he said.

“From the Producer is an important add-on to the wine business and it is another great way consumers can shop for product diversity. Consumers get ready access to new and interesting wines that might not otherwise hit the shelves.

“The Federation has been pleased to be working with John to introduce this new channel of retailing for its current and prospective members.”

To start buying, just go to www.fromtheproducer.com and follow the prompts.

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

Media Note: To organise interviews, please contact Alexia Deegan 0400 767 490