

a pleasure doing business

When some people get into wine, they mean business. Here are five with a nose for a niche.
Interviews by Kirsty Wilcox

DEAN TAYLOR OWNER, WINE-ARK

In 2000 architect Dean Taylor launched Wine-Ark climate-controlled wine storage in Sydney. Business is booming — over 1,000 clients store roughly 50,000 cases with a value in excess of \$50 million. Wine-Ark also operates a Wine Cellar Club hosting tastings and dinners. March saw the launch of Wine-Xchange, giving wine buyers access to Australia's largest marketplace for well-stored vintage wine.

Why the move from architecture to the wine industry? I was bored at work — really disillusioned with the state of Sydney's skyline, so I secretly traded shares online, pumping my profits into wine. My one-bedroom flat quickly ran out of room. Worse, I had not even considered climate control, so most of the wine was ruined. I literally poured all my profits down the drain! I decided that

there needed to be a business specialising in climate-controlled storage.

So what made you move from dream to reality?

A lazy lunch in Margaret River on my honeymoon when my wife said my wine collection had to become tax deductible or it had to go! I started the business plan the day I got home.

What is the best wine you've tried? Have you ever noticed that things you don't pay for taste nicer? I was lucky enough to try, a 1959 Pichon Longueville Lalande at MG Garage, courtesy of their former sommelier Charles Leong.

Where do you like to drink wine? BYO restaurants, given the cellar at my disposal. Zenith in Annandale or Fix in Darlinghurst.

Dean Taylor's winter picks 1994 St Hallett Old Block Shiraz \$50 • 1998 Charles Melton Shiraz \$35 • 1992 Barossa Valley Estate E&E Black Pepper Shiraz \$60 • 1990 Peter Lehmann Stonewall Shiraz \$85 • 1998 Torbreck Factor Shiraz \$120

Wine-Ark offers a delivery service for Torbreck wines in Sydney

