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04/12/2007

Wine Ark expands to become one of the world's largest wine storage businesses

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Australia's unflagging passion for wine has been the catalyst for the merging of the country's largest wine storage provider, Wine Ark, with leading self storage company, National Storage, in a deal that will see Wine Ark significantly expand its national presence over the next 12 months.

With more than two million bottles of wine stored in its two Sydney cellars and with a diversified traditional and on-line business that includes private wine vaults, managed cellarage, bulk storage, wine sales and an established Cellar Club, the Wine Ark brand has secured an international reputation for its wine services boasting a list of clients from 30 countries.

Wine ark currently has a staff of 12, which will double in the next year, and the business will go from having two Sydney sites (Chatswood and Alexandria) to 12 sites, located in every Australian mainland capital.

Wine Ark anticipates that within 12 months, they will be managing over \$250million of premium wine for well over 5,000 customers. During the same period, the total capacity of their climate controlled cellars will be doubled to over 8,000sq metres.

Wine Ark's chief executive and founder, Dean Taylor, who will remain in the role, said teaming up with one of Australia's largest self storage companies created an enormous opportunity to accelerate the growth of the Wine Ark business.

"We have developed a strong client base over the past eight years through our premium wine club and Sydney-based storage facilities, but the capacity to expand our physical presence through co-branded facilities in Adelaide, Brisbane, Melbourne, Perth and Sydney, will significantly enhance our overall wine-focused offer," Taylor said.




