

Press Release

Prestige Cellars Melbourne Launches New Web Site.

When websites first started to appear, on the scene in the early 90s, Rob Hope-Murray immediately embraced the technology, having stayed with a friend in Hong Kong on Lama Island, who back in 1989 had email, and could only use it to send to a few clients. It has come a long way since those days.

Rob being in the wine business and travelling all around Asia, cobbled together a simple web site that was really just a window of who he was, what he did, and could provide assistance to wine people if need be.

Today Cyberspace has empowered us all and we do much of our shopping and leisure pursuits, such a booking travel and accommodation and banking on the computer utilizing someone's web site.

For more than 10 years Rob's web site was just a page of info. It was time for a change and the domain name "Wine buyers" as part of the web site address was the way to go.

Prestige Cellars is a Melbourne based wine distributor representing a number of small boutique wineries for the Melbourne trade which covers "On Premise" and trade outlets. The distribution had been heavily reliant on just the wholesale business. However Rob knew there was a multitude of wine lovers out there across the country, that would appreciate access to some of the fine wines stocked in Robs Cellar.

"The "On line shop" is intended to make it easy for those consumers seeking out some of our fine wines or just everyday drinking wines for daily consumption, and mixed dozens will be available.

The web site is easy to navigate and has all the social networking features such as the events page, gifts page, and regular wine dinners hosted by Rob himself and a wine club membership facility with a regular newsletter to members.

The web site is new and more wines from more regions will gradually be added.

Rob says that the E commerce web site is a whole new look and feel for the business and is the way to go these days as more people shop on line.

Visit www.winebuyers.net.au for more info on Rob Hope-Murray visit the "About Us" Page

Kind Regards.

Rob Hope-Murray

Prestige Cellars- Melbourne

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