

April 2008

Are you masquerading as an Australian?

Have you seen the 'Australian' version of CellarDoorMETRICS® by mistake?

This morning a Marlborough winery contacted us for more information about registering on CellarDoorMETRICS®. After chatting for a while and talking about the success of the program in Australia, we realised that they had in fact been looking at the Australian CellarDoorMETRICS® website – not the New Zealand site!

Upon investigation into our enquirer's problem, we found that some combinations of ISP proxy server settings, and web browser types, versions and settings indicated that they were located in Australia – when, in fact, they were right here in New Zealand! In short, their Internet access was masquerading as an Australian!

As a technology specialist service provider, we have, of course, fixed this problem so even if you too are masquerading as an Australian you will now get to the New Zealand website of CellarDoorMETRICS® – so please try again at www.cellardoormetrics.com.

Does it matter?

Well, 'yes' actually. In Australia, CellarDoorMETRICS® is run in conjunction with the Winemakers' Federation of Australia, Tourism Australia and seven of Australia's eight state tourism organisations – it is branded with their logos all over the home page and only refers to the program with relevance to Australian winery cellar doors.

We recognise that New Zealanders, along with other international subscribers, are different and have unique needs and have addressed this fact in the '.com' domain website.

So please take another look at www.cellardoormetrics.com.

About CellarDoorMETRICS®

CellarDoorMETRICS® is an online cellar door benchmarking tool developed by Morton Blacketer and the Winemakers' Federation of Australia (Australia's peak wine industry body), with the cooperation of the Australian State and National Tourism Organisations, to analyse the performance of Australia's cellar doors and create national benchmarks.

With an established subscription base across Australia, from Margaret River to the Barossa, from the Hunter Valley to the Yarra Valley, the program is now being offered internationally and is available to New Zealand wineries at www.cellardoormetrics.com.

CellarDoorMETRICS® subscribers vary from small, direct to consumer based winery operations like Hahndorf Hill Winery, to large multinationals. Wineries can track their own performance over time, establish which wine tourism offerings contribute most to bottle sales and revenues in their own operation and then compare this with other wineries of similar size across New Zealand, Australia and around the world. Sales reporting is provided in New Zealand dollars, converting international data to the local currency, at the average daily rate, to enable realistic, timely comparisons.

Further information:

Stephen Blacketer T:+61 8 8357 9500 F: +61 8 8357 9400

Chief Executive Officer Mobile: +61 438 941 418

Morton Blacketer Online Email: sblacketer@mortonblacketer.com.au

CellarDoorMETRICS website: www.cellardoormetrics.com