

# New wine store offers the perfect local drop

## SMALL BUSINESS

BY MADELEINE WINES

THERE is no need to look any further than the state's backyard for the perfect drop, says Stephen Cross.

In fact, the Campbells Creek resident does not believe it's necessary to leave central Victoria.

Mr Cross opened the Castlemaine Central Wine Store four months ago. The boutique offers customers a selection of wine from the smallest makers across the state.

There are wines from Heathcote, Macedon Ranges, Mia Mia, Kyneton, Guildford and Ravenswood.

It's what gives the business a point of difference, Mr Cross says.

"A lot of fellows we get wine from don't have the volume to supply to the large chains," he said.

"I have wine from a man in Ravenswood who only produces three barrels.

"I am only one of two shops to stock his wine. That's what makes our selling point unique.

"You will find something you won't see anywhere else - that's



**WINE:** Stephen Cross opened the Castlemaine Central Wine Store four months ago.

Picture: JIM ALDERSEY

what makes us different." Mr Cross, who previously worked in advertising, said he had always been interested in wine and had wanted to do something for himself, thus opening the store.

He said community was something he held close to his heart and he was passionate about local products.

"About 99 per cent of my wine is from Victoria," he said.

"There is just no need to look past your doorstep.

"I think it's great to buy local, spend your money locally and support local business."

Mr Cross said he donated 50 cents from the

sale of every bottle of the store's house shiraz to the CFA in Campbells Creek and Castlemaine.

He said he offered customers a variety of reasonably priced wines.

Mr Cross said the store also stocked locally-produced condiments, including coffee and biscuits, which would

make the perfect Christmas hamper.

The store is located at 36 Lyttleton Terrace, Castlemaine. It's open from 10.30am Monday to Saturday.

Mr Cross said he offered wine tastings on Fridays from 4pm.

For more information, call the store on 5470 6487.