



A Taste of the new East End Cellars

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In an Australian first, East End Cellars has changed the way people enjoy and buy wine with the launch of ‘The Tasting Room’, an addition to its brand new cellars.

The Tasting Room is just exactly what it suggests: it is an opportunity to taste a vast array of wines from all over South Australia and the world in a chic, relaxed and inviting urban setting. Buying wine is just one part of the East End Cellars experience; tasting it is essential!

The new look cellars is no ordinary bottle shop, it welcomes visitors to drop in for a glass or two of the wine of the week, browse the cellars as you enjoy a glass of a latest release, choose a bottle from The Vault and drink it in The Tasting Room accompanied by a cheese plate, participate in a wine tasting flight, or simply come in and buy wine and take away with you – anything but ordinary!

East End Cellars has been for some years now Australia’s leading premium wine merchants, showcasing more varieties, more regions (both from Australia and internationally) and more award winning wines than any other cellar in Australia.

EEC’s owner Michael Andrewartha, said: “We have been in the wine business for the better part of 30 years. Over this time, we have seen a growing desire for customers to revel in the wine selection and education experience and The Tasting Room meets this need.”

“The Tasting Room has many offerings, but we are especially delighted to showcase a different South Australian winery for tasting each week. Often the senior winemaker will host the tasting session on a Friday evening and/or Saturday afternoon.”

The Tasting Room will also host private wine dinners, international winemakers, wine education courses, be an event space and of course will be open for anyone to call in an enjoy a tasting, a glass or bottle of wine.

There is a wine at every price point from award winning Australian Shiraz at \$10 a bottle to a \$300 bottle of French Burgundy.

“Our Tasting Room can accommodate 75 people. We offer a large variety of wines by the glass and of course you can choose one of the 10,000 bottles on show. Our new cellar also houses a special glass-fronted room we call The Vault, adorned with wall-to-wall Burgundies and other great super premium wines.”

Mr Andrewartha said: “In addition to looking after the locals, The Tasting Room will also cater for tourists who don’t have time to visit all of South Australia’s wine regions. Better still, we can arrange shipping of any of our great SA wines anywhere in the world.

We love wine and we love sharing our knowledge.”