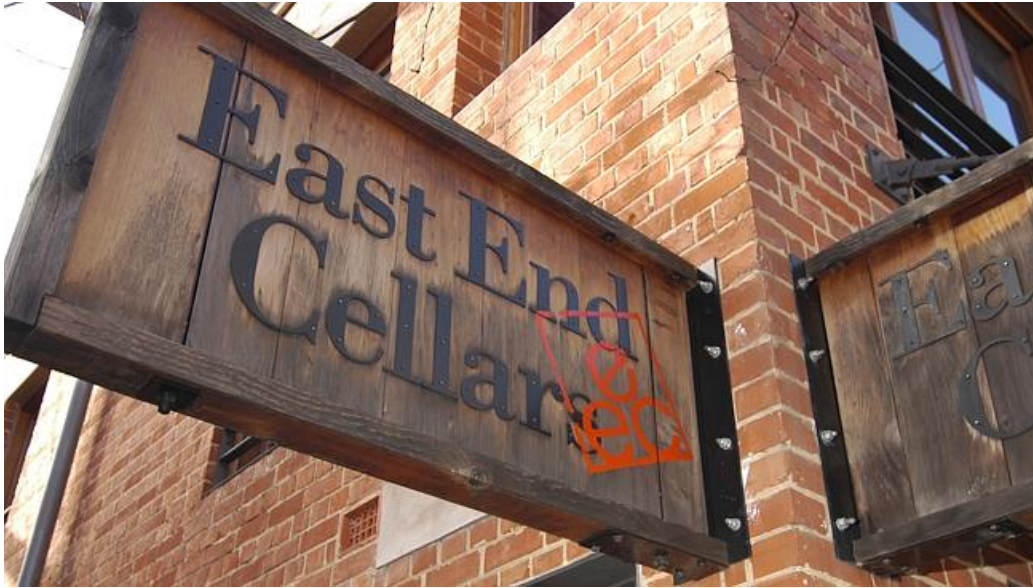


East End moves up

MAX ALLEN THE AUSTRALIAN DECEMBER 10, 2013 12:00AM



East End Cellars. Source: Supplied

AFTER 16 years, Adelaide's best wine shop, East End Cellars, is moving.

Owner Michael Andrewartha has bought two shops across the road from his much-loved booze store on Vardon Avenue. He plans to move in February, with a retail space going into one shop, a wine bar/function hub called The Tasting Room into the other. Following the Bellota and Harry & Frankie model (see **'Raising the bar'** (<http://www.theaustralian.com.au/executive-living/food-drink/raising-the-wine-bar/story-e6frg8jo-1226779169578>)), wine lovers will be able to buy bottles from East End Cellars and consume them in the bar next door for \$15 corkage; for anything over \$80, corkage will be waived.



BACTrack is a Bluetooth connected device that graphs alcohol levels. Source: Supplied