

# DON CAMILLO LAMBRUSCO



LIGHT AND  
REFRESHING.  
PERFECT FOR  
SUMMER!

DON!  
THE  
FINE



Distributed by  
Alepat Taylor  
Ph: 03 9380 6199

DON CAMILLO  
750ML  
ALM CODE:  
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## Terang Co Op Liquor Upgrade

As can be seen in the pictures, this store is certainly modern considering the age of the building let alone the age of the Co-Op.

When the redevelopment was completed this store realised the dream the directors had under the direction of Charlie Duynhoven and with the blessing of their financiers, this business has had the re-vitalisation that it required to keep growing for the next decade.

The sales in this department alone have grown significantly as a result of the additional space given it, the unit is as professionally presented as any of the nearest chain competition.

There is an attractive use of wooden flooring, special ceiling effect with down lights highlighting the displays, impressive island wine racks as well as plenty of room for floor stacks of warm beer.

The coolroom running down one wall shows off a wide range of chilled beers, wines and mixers as well as providing a walk-in coolroom for chilled slabs.

I have reviewed many stores for this magazine over the past eight years and I must say this one certainly is one of my favourites. I was surprised with the level of investment and professionalism displayed by a business that should, by it's history normally be very conservative. It is this effort that shows any independent retailer that with the right plan and dedication you can gain the financial support and develop your business just as the chains would.

Well done to Charlie and his team as well as their co-op directors for their efforts in ensuring an independent thrives in Terang.

*John Markham*

## Vinexpo 2005 Bordeaux France

Vinexpo, the leading international wine and spirits exhibition will be holding its 13th show from 19th to 23rd of June 2005 at the Exhibition Centre in Bordeaux. Once again, Vinexpo will showcase new market trends and the latest consumer fashions. Visitors and exhibitors from all over the world will also discover major new features...

Further information can be found on the Vinexpo website : [www.vinexpo.com](http://www.vinexpo.com)

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## Don Camilo Lambrusco

Don Camillo Lambrusco is 100per cent Australian owned by Alepat Taylor. We pride ourselves on the quality of our Lambrusco, using quality red wine from the Riverland region. Don Camillo Lambrusco is one of our many success stories and is a brand that we will continue to nurture in the years to come. We are now designing new-look packaging that will give Don Camillo Lambrusco a smarter, more contemporary image. Look out for the "new" Don Camillo Lambrusco in 2005! Don Camillo Lambrusco will continue to be regularly promoted through ALM, so be sure to look out for these promotions in the coming months.