

Over 8,000 Wine Retailers Now Listed On [Wine-Searcher.com](http://www.wine-searcher.com)

Wine-Searcher now has over 8,000 listed wine retailers making it the largest internet source of world-wide wine pricing and availability.

Auckland, New Zealand (PRWeb) November, 15th 2006 -- Wine-Searcher reveals that the number of wine sellers listed in its search engine has reached 8,000. The site's range of listings, from 65 countries across the world, gives the user greater price transparency than was previously available.

Traditionally the availability, distribution and pricing of sought-after wines was hidden from those outside a small group of international wine brokers.

Since 2002, Wine-Searcher has been the main reference source used by the wine market to establish value. The transparency offered by the site has increased the globalization of the wine market, providing better and more complete pricing information to traders and consumers.

"It's great to have reached this target but we're not stopping here. We're continuing to increase the range and depth of our listings and intend to stay at the forefront of internet wine price comparison sites" says Martin Brown, CEO of Wine-Searcher.

About Wine-Searcher:

[Wine-Searcher.com](http://www.wine-searcher.com) is the world's leading price comparison search engine for wine, listing over 2 million offers from over 8,000 wine retailers, auction houses, wineries and distributors. The free search function enables a user to find and price wines ranging from Miniatures (20cl bottles) to Primats (27 liter bottles); unusual and little known regional wines to the "Grand Cru" of Bordeaux. Other functionality includes a detailed breakdown of the world's wine regions, a directory of wine stores by location, rankings of wines by search frequency and the ability for collectors to advertise their excess wines for sale.

Wine-Searcher.comTM is a New Zealand company and was founded in 1999 by Martin Brown. The website now holds price data from over 8,000 retailers, receives 450,000 unique visitor hits a month and generates 60,000 searches a day. The Company has staff in London, UK and recently opened an office in Auckland, New Zealand.

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