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**** Scouring the World for Wealth-Enhancing Opportunities:
In the Know**

Ex-Tuba Teacher Gets Rich With Rain Water

Dear *Taipan Insider*,

****Bottled Rain Becomes World Brand. Global Contributor ARCHIE BAYVEL reports on an unusual business that “fell clean out of the sky” and is making an ex-tuba teacher rich:**

Among those pursuing wealth, they don't come more “man-in-the-street” than a Canada-born, Indiana-raised Australian called Duncan McFie... apart from the fact he plays the tuba.

The “street” in which he is the man is Currie, the tiny capital of barely-visible King Island, not far as the muttonbird flies from a place called “The Edge of the World.” King Island is a dot off Tasmania, the smallest state of Australia, itself not top-of-mind for many wealth gatherers. His street is average as you get ... apart from the fact the rain falling on it has been scientifically proven as purest in the world.

The boy from Bloomington and the rain from heaven came together when Duncan was offered a job teaching music in Currie. He refused point-blank. When nobody else volunteered he was asked again, but this time the education authority added: “It's this or nothing!”

So there on the fringe of the Roaring Forties, a despondent tyro teacher assessed his situation as average at best; even the water tasted horrid. When he complained, locals said: "Try *rain* water."

He did. It had a soft velvety texture he'd never known before. He put a jug of it in his fridge. In the morning its chill had a sharp, quite different taste. He liked it both ways.

Today as the finance world anguishes over billions in debt and recessionists gnash teeth over lost millions, Duncan McFie coolly contemplates his interesting rain.

He markets it as *King Island Cloud Juice* and it's on the menu at Spain's El Bulli, the world's No. 1-rated restaurant, and in the fine-dining rooms of the Raffles Hotel in Singapore, the Mandarin Oriental in Hong Kong, and many other exquisite and costly restaurants in Spain, Germany, France, England, Taiwan and the Far East. Only the price-sensitive U.S. remains unwooed.

His water first arrived in a small shower of orders from Collette, a Paris cafe specializing in waters from around the world. Paris *Vogue* wrote about water. When Duncan arrived in London, a buyer at the Harvey Nichols retail chain remembered the story and put in an order.

Currently TV crews from Europe, Taiwan and Australia surround Duncan. When German *Playboy* reviewed Cloud Juice, the phones in faraway Currie rang hot.

In London, Claridge's sells Cloud Juice in an exquisite small glass bottle containing 4875 raindrops (375 ml to the man-in-the-street) for £9. A family-size plastic bottle of 9750 raindrops (750 ml) sells in Currie for a tenth the price.

"The world market for fine water is undeveloped," Duncan says. "It is at the 'flat or bubbly' stage the wine industry was at when the choice was 'white or red.'"

"Eventually we'll cap production to preserve the exclusivity of our brand. But not yet. There's no Gulf Stream jet plane on order but when it comes to international recognition and acceptance, we're right up there with the big names."

These names sound more like an incantation than a list another man-in-the-street would recognize: St. Georges, Tiffany, 10,000 BC, Voss and Ty Nant. No Schweppes, no Coke!

It seems easy: Rain flows off roof into tank thence to bottle and Claridge's, thereby creating a river of gold flowing straight into Duncan's capacious tuba case. Every investor's dream!

But it isn't that simple. The not-so-bubbly, untainted rain falls from clouds borne on Roaring Forties wind that hasn't touched land for 11,000 kilometers before it hits King Island; it needs careful handling.

It needs special catchment equipment. Two parts per million of iron were detected after the original plastic roof was replaced with corrugated iron in a mistaken belief it would ensure greater purity. And the Brits are increasingly concerned by food miles, questioning the carbon equity of carting a glass of water from the other end of the earth.

But Duncan's challenge is not recession, but the normal fluctuations of doing business, the very stuff of trade but today often blamed by failing managers on exogenous events conveniently beyond their control.

"Cloud Juice will make the big time in the fine-dining world, recession or not,"

Duncan says. “Among people spending \$1,000 for a meal, a £9 drink is affordable.”

So that’s the story of one man-in-the-street whose career hasn’t quite worked out as planned but has established a world brand. It’s a tale not all that different from that of many tycoons currently wringing their hands. But it’s the difference that counts, isn’t it?

That’s it for this issue of *Taipan Insider*. Until next time, here’s to a world of opportunities.

Sincerely,



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Taipan Publishing Group

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