

PRIVATE  
CELLAR  
RESERVES



**Private Cellar Reserves** offers a comprehensive and secure storage service for wine collectors and investors at all levels. Whether you have one case or hundreds of cases, you can be sure that your wine will be handled professionally and securely at all times.

### **Storage Conditions**

Our customer reserves are stored at London City Bond's 19th Century, Grade II listed wine warehouse, Vinothèque, located in Burton on Trent. Originally conceived and constructed for the housing of grain for the local brewery, the Derbyshire company is proud of its facility, stating that "its metre-thick, red brick walls ensure a constant, cool temperature, unaffected by fluctuating weather patterns and outside influences offering the ideal home for fine wines as they mature. Insulation, air flow and natural light shuttering are all integral elements of the carefully monitored and controlled atmosphere.

### **Security**

The Vinothèque warehouse is completely secure and protected by a state of the art intruder alarm system. The heavy oak doors and significant ironmongery are boosted by CCTV cameras that extensively monitor every angle and corner of the building, inside and out, and a security company (the same firm that protects the major banks and high value businesses in the area) has 24/7 patrols. In addition to this, the Vinothèque warehouse team monitors and carries out security checks on all staff and visitors to and from the site." For more information about the storage facility and Vinothèque's guarantee on security and storage conditions please visit their website at [www.vinotheque.co.uk](http://www.vinotheque.co.uk).

### **Under Bond and Duty Paid Stock**

As a Customs and Excise Bonded Warehouse, Vinothèque is able to store wine both under bond and duty paid. We recommend that our customers store their wine under bond where possible – not only to defer the costs of duty and VAT until delivery but also to provide traceability and ensure provenance of the more valuable wines, particularly those which may be destined for eventual re-sale.

### **Stock Checks and Accountability**

The Private Cellar Reserves team carries out regular stock checks, including spot checks, in addition to the regular checks carried out by the team at Vinothèque. All customer reserves are uniquely referenced to the customer on both the Private Cellar Reserves system as well as at Vinothèque with both the customer account and unique rotation numbers for each case clearly and unambiguously identified. Should you wish to view your reserves in person, this can, of course, be arranged by appointment.

## **Fees and Insurance**

Our storage year runs from 1st April to 31st March and, unlike many other companies, our charges are rendered annually in arrears. An inventory of reserves held in the UK, and also en primeur purchases held overseas, is sent out alongside our storage invoice on 31st March annually and customers may request a list of their wines held in reserve at any time. Many of our customers prefer to pay their storage fees by direct debit so please ask us for a form if you would find this method of payment easier. Storage charges include insurance to full replacement value (see our enclosed terms and conditions for current storage rates).

## **Which wines can I store?**

Customers wishing to consolidate their wine cellar may store wines purchased from Private Cellar as well as wines purchased elsewhere. There is a booking-in fee for wines purchased elsewhere to cover administration costs (please see our enclosed terms and conditions for our current prices) but you can rest assured all wines are treated in the same professional way, wherever they are purchased. Please note that we cannot be held responsible for the condition of wines purchased elsewhere as we do not know their previous storage history, and new Customs & Excise laws require you to supply an original proof of purchase, including the purchase price, before the stock is transferred.

## **Withdrawing wines from reserve**

Private Cellar Reserves requires a request in writing (this can be by letter, fax or email) from the account holder to withdraw a wine from reserve. If the wine is held in joint names, we require a letter of consent signed by both parties. Delivery to your home address is charged at our current rates (please see our terms and conditions for current rates or ask us for a quotation).

## **Alternative Storage Facilities**

Private Cellar Reserves has worked alongside London City Bond's Vinothèque warehouse since our company was founded and we have the utmost confidence in the team there and their ability to securely and diligently store your wine. We also have an account at Octavian Wine Vaults so if you would prefer to have your wine stored there please do not hesitate to ask us for details.

## **Contacting Private Cellar Reserves**

If you have a query regarding Private Cellar Reserves or would like to know more about the services we offer, please contact your usual salesperson or call Laura Taylor on +44 (0)1844 239 333 or email [laura@privatecellar.co.uk](mailto:laura@privatecellar.co.uk) for assistance.

## Buying and Selling Fine Wine

We are pleased to offer advice on building your wine collection and also to help you rationalise your cellar by selling wines through our fine wine lists. If you would like to discuss this further, please do not hesitate to contact your usual salesperson, or James Naylor on +44 (0)1353 721 993 or at [james@privatecellar.co.uk](mailto:james@privatecellar.co.uk).

Recent years have seen record-breaking returns with fine wine value increases outstripping the FTSE 100, Nikkei 225 and even, at times, gold. There has been a great deal of Press attention devoted to the Far East's interest in First Growth and blue chip Bordeaux and top Burgundies and this has certainly fuelled the market but there is increasing interest in wines across the board. For a full analysis of current market trends, we recommend that our customers visit the Liv-Ex fine wine exchange website ([www.liv-ex.com](http://www.liv-ex.com)).

Naturally, we - along with the growers and producers - enjoy nothing more than hearing from customers who drink and get great pleasure from the wonderful wines that are now being made across the globe. However we do understand the desire to sell wines and canny buyers, particularly those who purchase en primeur, are benefitting from the current global thirst for fine wines. We have a regular programme of en primeur offers so please look out for these on our website or contact us to be added to our email mailing list.

Should you wish us to value your cellar for you and list it on our fine wine list, please do not hesitate to be in touch with us so that we can talk you through the process and arrange a meeting or cellar visit if appropriate.

Our fine wine list is a treasure trove of well stored, older and rarer vintages so please do ask us for a copy or visit [www.privatecellar.co.uk](http://www.privatecellar.co.uk) to download the list to your computer.

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