



A C E L L A R ' S

Market

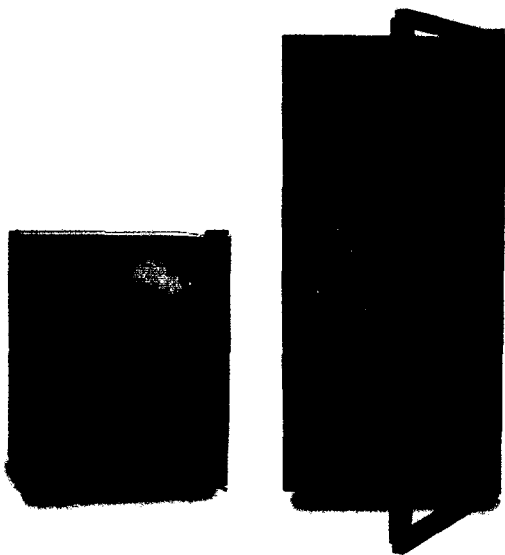
What do you do if you have nowhere suitable at home to store your wines? Easy!

Use one of the many temperature controlled storage facilities that are springing up around the country.

D I O N Y S O S

TEMPERATURE CONTROLLED WINE CABINETS

"Are you paying your wines the respect they deserve?"



INVEST IN YOUR WINE'S FUTURE TODAY!

QUALITY WINES NEED QUALITY CONTROLLED ENVIRONMENTS TO MATURE TO THEIR FULL POTENTIAL. J DIONYSOS TEMPERATURE CONTROLLED WINE CABINETS PROVIDE IDEAL CONDITIONS IN WHICH WINE SHOULD BE STORED AND AT A VERY AFFORDABLE PRICE. J CABINETS RANGE FROM 80-BOTTLE TO 150-BOTTLE CAPACITY. SHELVING & TEMPERATURE CONTROLS CAN BE CUSTOMISED TO SUIT INDIVIDUAL REQUIREMENTS.

ALLTECH REFRIGERATION SERVICES AUSTRALIA PTY LTD
TELEPHONE +61 8 347 6626 • FACSIMILE +61 8 347 0628
WWW.ALLTECHREFRIG.COM.AU • SALES@ALLTECHREFRIG.COM.AU

It really is a cellar's market! The demand from wine lovers to store their liquid assets in ideal conditions is growing so fast that it's hard for storage facilities to keep up. Existing businesses like Langton's Fine Wine Auctions are expanding their facilities to take advantage of this relatively new market, while regular storage companies like Millers are busily adding on purpose-built wine cellars to their sites around the country. Some people are opting to invest in wine futures. This is an interesting way of buying wines when you know what you want and are happy to buy in large quantities. It takes many months and even years to complete a wine to a ready-to-drink stage and maturation costs to wineries are high. Some producers like Petaluma in South Australia, Pipers Brook in Tasmania, Moss Wood in W.A. and Tyrrell's, Lindemans, McWilliam's Mount Pleasant and Tamburlaine in the NSW Hunter Valley offset their costs by offering wines for advanced purchase. The lower price reflects the unfinished stage of the wine and the risk that the wine may not end up quite as expected.

An unusual twist on this theme is the Victorian "wine portfolio manager," Cellarbuild. One of their Tasting Panel members is AWS wine educator, Chris Barnes. This company selects wines that will age and encourages people to buy these as a lifestyle investment rather than for speculative gain.

Each company offers different facilities and it's worth phoning around to find one that suits. One of the largest – with clients including wineries, restaurants and internet wine companies – is probably Millers, that has recently been taken over by Grace Record Management and now has wine storage facilities in Sydney, Brisbane and Melbourne.

If you are looking for more than just wine storage, there are a number of specialist companies that offer member tastings as well as facilities to buy and sell wine.

Probably the best known of these is Wine-Ark, which opened its first cellar at the Kennards Self Storage site in Camperdown three years ago. Demand for their services has been so high that they have since opened a second Sydney site in Chatswood. Offering both private wine vaults and managed cellarage, clients are able to view, deliver and trade wine online through the website.

Wine-Ark was also responsible for establishing the Wine-Cellar Network, a collection of specialised wine storage facilities throughout Australia.

Storage charges are very reasonable wherever you go. Most charge around \$1-\$2 a case per month but other facilities, like the Adelaide Lock Up Self Storage (otherwise known as Adelaide Wine Vaults) offer individual spaces rented on a per metre basis. Cellarit charges by the bottle and will even remove individual bottles from different boxes, leaving the rest to age.

All in all, a small outlay for guaranteed safe storage!

PANEL'S TIPS

■ Buy the Panel's Pick six pack this quarter and choose your favourite wine. Then order a case of 12. Cellar these in your home cellar or commercial storage. Taste one every six months, jot down your own tasting notes and savour the developing flavours.