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NEWS RELEASE

## Professional Wine Storage Facility Opens in Downtown Toronto

### *The Fine Wine Reserve Reports Strong Initial Response*

**Toronto (Canada)**...The Fine Wine Reserve Inc. reported today that it has begun to receive wine at its 5,500ft<sup>2</sup> wine storage facility located on King Street West near Spadina Avenue. The first of its kind in Ontario, the 11,000-case operation is a high-end facility designed to meet the unique needs of collectors, enthusiasts and restaurateurs in southern Ontario.

#### Quick Facts

Privacy.....Clients manage their own collections in their own private unit.  
Access.....Clients have unlimited access to their wine 24 hours a day & 7 days a week.  
Hassle-Free.....No appointments required & no pulling fees are charged.  
Protection.....Units are locked, alarmed, and monitored by central alarm system.  
Value.....Units come furnished with a choice of different racking styles.  
Selection.....Lockers hold 8, 16, 24, 32 or 48 cases. Walk-in cellars hold 200 to 600+.  
Low Cost.....Storage units start as low as \$36.00 per month (and less on a one year lease).  
Convenient.....Drive-thru conveyor system for moving cases between vehicle and facility.  
Added Value.....Private members lounge and tasting facility with kitchenette.  
Hi-Security.....Six separate layers of security including biometric fingerprint technology.  
Location.....Trendy downtown location within 1 km of the Gardner Expressway.

The cooling, heating and humidification system is custom designed for the application and maintains the facility at 57° F. (14° C.) and 60%-70% relative humidity. Vastly oversized, only 40% of the equipment needs to be operating to maintain the conditions even during a heat wave event. The cellar is continuously monitored by a sophisticated system of temperature and humidity probes. Any deviation is reported to the central alarm system.

Clients of The Fine Wine Reserve gain exclusive access to the tasting room and lounge facility. Completed in late February, the tasting room provides members with an excellent opportunity to meet new people with a similar passion for fine wines. It's the first venue in Toronto where wine enthusiasts and their guests can interact spontaneously, informally and showcase their wine collections. Clients use the lounge for business meetings, as a meeting point before or after the theatre, to hold organized tastings, or to simply relax over lunch with a good book and a fine glass of wine.

The Fine Wine Reserve employed a team of architects, engineers, contractors and security experts to transform raw basement space into a professional-grade wine cellar. Situated below ground, the space is protected on all sides by a 22" thick wall of brick and mortar. A total of 29,000 pounds of cement block and heavy gauge steel doors was then added to fortify the security envelope. Within the perimeter, six-inch stud walls were built, filled with mineral wool insulation and wrapped in poly vapour barrier. Access control uses biometric fingerprint technology, proximity card readers, and video surveillance all tied into a centrally monitored alarm system. Taking two years to develop and six months to construct, the cellar is "vault-like", and offers the best possible protection from all forms of risk.

Reservations at the Fine Wine Reserve are accepted "first come first serve" by phone or on the company's website.

#### **For further information please contact:**

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