

Build it, and they will surely come


Happy New Year, one and all. Less than a month into 2002 and the year is already looking great for wine enthusiasts. Something very exciting is coming to downtown Toronto in April. A public wine storage facility will be opening its doors offering professional cellaring services. The Fine Wine Reserve Inc., as it is called, will be the first of its kind in Ontario.

Almost a year ago, I received a call from Mark Russell, now President and C.E.O. of the Reserve, asking my advice on the idea of such a facility here in the city. Of course, I informed him that there was a real need for something like this. Many collectors have outgrown their own space and need somewhere to store their excess wines. Furthermore, there are numbers of people who would love to collect but simply don't have any space, period. Seeing that similar type facilities in Quebec and the U.S. have met with

overwhelming success, it would be a sure winner. Next thing I know, it's about to become a reality.

Here are the details. They have gone to great lengths to ensure that your wine investment will be well protected. Solely dedicated to wine storage, the extremely secure facility will have perfect cellaring conditions with back-

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up equipment systems. It will be precisely monitored and maintained at 57°F (14°C) with 60-70% humidity. Wine lockers or walk-in cellars, with a key that you keep, will be equipped with wine racks or shelving. Wine lockers hold 80 - 900 bottles while walk-in cellars hold 1,400 - 7,000 bottles. You can access your collection 24-hours-a-day, seven-days-a-week.

The facility will also have a private members' lounge and wine tasting room where aficionados and their guests can interact and sip informally. There will even be parking.

The cost will be from \$1.90 to \$3.50 per case (case = 12 bottles) per

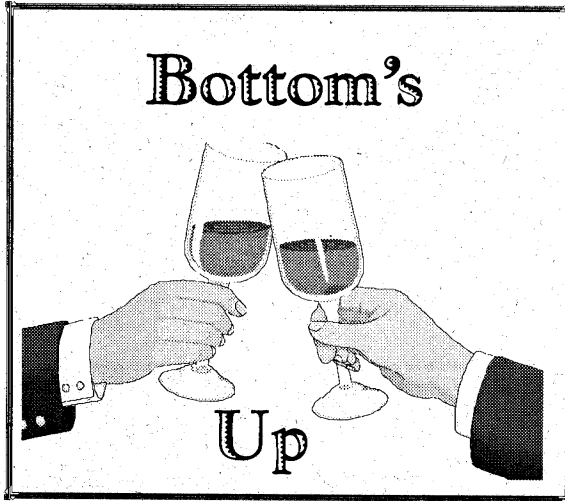
month depending on the type and size of the unit. The space can be leased monthly or annually and there are no pulling charges.

Although 50% of the space has already been reserved by Opimian Society members, the facility would like to secure remaining commitments in advance. All requests for storage will be filled on a "first come first serve" basis.

Please note that no deposit is required and you will not be asked to sign anything. In fact, you are under no obligation, whatsoever, and you can cancel your reservation at any time. The Reserve is currently taking reservations until Jan. 31. If you do so, you will receive two months free storage when joining.

Don't miss out on this prime opportunity to pre-register and end up on a waiting list. Judging from similar facilities elsewhere, it should fill up very quickly.

Finally, Toronto will have a long, overdue, professional storage facility catering to the needs of wine lovers. For more information or to pre-register call (416) 369-1974, e-mail info@finewinereserve.com or check out their website at www.finewinereserve.com. When you register, be sure to mention my name as your referral.



**GIFT CERTIFICATES ARE
ALWAYS AVAILABLE**

**Private and Corporate Tastings
available upon request**