

## The Fine Wine Reserve

### **Fellow YPOers and WPOers pool resources to fund the start up of Ontario's only state of the art private wine storage facility.**

The Fine Wine Reserve is the brain trust of a young entrepreneur Marc Russell. As Marc developed his business plan for this unique start up company he turned to his former boss and then YPOer Rudi Fronk (WPO) for advice and council. Taken by the passion Rudi saw that Marc had for his idea and the impressive amount of market research Marc had done, Rudi turned to some of his fellow forum mates with the concept and investment opportunity. "This is the kind of guy we should try and support. It's a great idea, with a guy with passion to make it work". Randy Benson (ONT), Don McQuaid (WPO), John Kitchen (ONT) and Rudi Fronk (WPO) all quickly came on board to become "angel" investors in helping Marc bring his idea to reality.

Today The Fine Wine Reserve serves over 100 private collectors and restaurateurs with secure, climate-controlled space to preserve and age their fine wines. "We serve a very broad range of clients" says Marc, "from very affluent individuals with world-class collections and large home cellars to young condo-dwelling professionals just starting to collect in small wine fridges". Contrary to the myth that wine storage only serves those without cellars, the vast majority of clients already have home storage solutions. They look to off-site storage when they outgrow their home cellar or wine fridge.

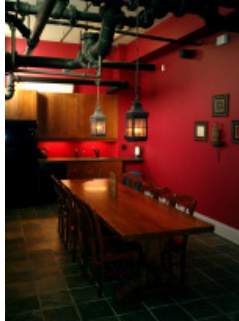


Others require The Fine Wine Reserve short term – like those working overseas or otherwise involved in some type of moving, restoration or renovation event. "Collectors on the move need a place to keep their wine while they build a cellar in their new home" say Marc. "With our cellar packing, wine inventory and wine transport services, we provide a complete turnkey solution and peace of mind during these busy, stressful times".



To address the differing needs of the market, The Fine Wine Reserve is the only facility offering two very different styles of wine storage. Their self-storage plan called "Private Cellaring" provides clients with their very own private unit. Starting at less than \$40/month, wine owners can rack up their bottles to maintain the look and feel of a real wine cellar. Each unit is individually alarmed and monitored around the clock by central monitoring station. "With 24/7 access and convenient downtown location, these units can act as your primary storage location", says Marc. "The format is preferred by collectors with wine fridges who need more frequent access and like a more "hands on" approach".

Those with large home cellars (or short term needs) usually prefer the company's bulk storage or "Custodial Cellaring" services. Cases of wine are inventoried into a secure bulk storage unit. There is no need for the client to visit the facility since The Fine Wine Reserve handles the wine in and out of the bulk storage unit. Clients can choose from a variety of different inventory plans ranging from simple case level descriptions to detailed bottle inventories. When a client needs a case (or bottle) they refer to their online inventory report, and access their wine through the company's pick-up or home delivery services.



The Fine Wine Reserve has a fully equipped tasting room where they host high-end tasting events for their clients. The Reserve attracts winery owners and famous winemakers from all over the world who want to present their products to The Fine Wine Reserve's influential clientele. Members also book the lounge for their own private events (free of charge). "This venue is a real draw on its own", says Marc, "We have a number of clients that don't really need storage but lease a small locker to get in on our exclusive tastings or to use this unique venue to entertain their friends and business colleagues".

The Fine Wine Reserve is the only "purpose built" facility in the city - engineered to protect rare and fine wines from all forms of risk. The cellar is subterranean and has three foot thick perimeter walls. It's heavily insulated to provide excellent blackout protection. Access is controlled by biometric fingerprint technology, and all site activity monitored and recorded by infrared, motion-activated surveillance system. Dedicated security patrols, over 100 alarm contacts, motion and glass break sensors, and DVAC line cut monitors round out the security infrastructure. Custom-designed by professional HVAC engineer, the climate control system maintains perfect cellar temperatures with a minimum of fluctuation and excellent equipment redundancy protection. Advanced peripherals include a computerized ultrasonic fogging machine used to maintain proper humidity levels year round.

With such high levels of climate-control technology and security built into the facility, The Reserve attracts some of the most famous and important Burgundy and Bordeaux collections in the city. While there are other wine storage facilities in the city, according to wine consultant, Mr. Tony Aspler, "none of them are up to (their) standards" (Globe & Mail, May 6, 2006).

The Fine Wine Reserve currently stores about 4,000 cases of wine in its 5,500 square foot facility. Plans to expand into Phase 2 to increase capacity to 11,000 cases are now underway. "They are 100's of wine storage facilities in the US, and dozens in Europe, UK and Australia" says Marc, "but it's a relatively new concept in Canada and quite a lot of our time goes into educating people about what we do, and what they should look for in a professional cellar". At this time, The Reserve is offering a very wide range of services as they research what the local market needs most. "Once we're confident we have the right formula, we'll look into expanding into other Canadian markets".

For more information or to book a tour of the facility, call Marc at 416-593-WINE (9463), e-mail to [info@finewinereserve.com](mailto:info@finewinereserve.com), or visit their website at: [www.FineWineReserve.com](http://www.FineWineReserve.com).