

## Wine Investment

# Home storage revolution goes underground

### CELLARS

A growing number of people want to keep stocks close at hand, writes **Maggie Rosen**

If you have bottles, bottles everywhere, you are not alone.

While professional wine storage has its place, there is nothing quite like having a large stash of bottles closer to hand.

For those of us who have amassed enough wine that our

pleasure – or compulsion – has transcended the Eurocave, Dometic or Sub-Zero, it may be time to consider inhouse, custom-designed wine storage.

Lucy Hargreaves, co-owner of Spiral Cellars (pre-cast concrete wine-holding capsules that are sunk into the ground) says the audience for larger capacity home wine cellars is expanding rapidly.

"When we bought the business three years ago, our typical client was a mature gentleman, a real wine buff, giving himself a retirement present," she says.

"Now we have young couples

or families that entertain at home. They want to have their wine nearby so they can be spontaneous and not think about deliveries or paperwork. And they want an attractive display for their wine, to show it off."

The bunker-like modules can accommodate up to 1,900 bottles at a constant natural temperature of 11°C and 70 per cent humidity, and range from £15,000-£35,000 (\$28,000-\$68,000).

Luxury property developers such as Tillingbourne are installing spiral cellars as a selling point. "Our clients are quite

sophisticated," says Tillingbourne's Annabel Bishop. "Even if they don't know a lot about wine, it's something they aspire to. One client has put in a tasting table – wine becomes part of their social life."

James Greenwood, managing director of Stacks Property Search, agrees. "An increasing number of buyers look specifically for a property with a wine cellar," he says. "And while a good one may add only a small amount to the value – perhaps up to 4 per cent – the property will certainly be more saleable."

For wine lovers who envision their bottles as part of their lives, bespoke storage specialists can conjure a wine cellar out of thin air – literally.

Lee Zinser, of bespoke wine storage design company Cellarworks, recently suspended a 3,000 bottle-capacity, fully climate-controlled glass cellar and tasting room from the ceiling of a loft, and is juggling projects in Alba, Italy, Beijing and London.

"Some of our clients are very knowledgeable about wine, others have concentrated on different things but are now eager to

learn about it. Part of that is having a lot of it around to taste, to share with friends whenever they want," says Mr Zinser, whose clients expect to spend upwards of \$100,000 on a cellar.

Cellarworks is currently turning the entire subterranean level of an East Side Manhattan mansion block into wine storage that will be divided into secure sections for each resident.

"Whether they want a cellar that is architecturally daring or traditional, we create something that looks like it was part of the plan from the beginning."

### Solutions

**Cellarworks** [www.cellarworks.com](http://www.cellarworks.com)  
+44 (0)208 123 3936

#### Dometic

[www.wineware.co.uk](http://www.wineware.co.uk)  
+44 (0)1903 786148

#### Eurocave

[www.eurocave.co.uk](http://www.eurocave.co.uk)  
+44 (0)207 935 4679

**Spiral Cellars** [www.spiralcellars.com](http://www.spiralcellars.com)  
+44 (0)845 241 2768

#### Sub-Zero

[www.westy.com](http://www.westy.com)  
+44 (0)208 418 3800

#### Tillingbourne Ltd.

[www.tillingbournehomes.com](http://www.tillingbournehomes.com)  
+(0)1483 455 204

#### Wild Grapes

[www.wild-grapes.co.uk](http://www.wild-grapes.co.uk)  
+44 (0)1428 707 862