




WINE CELLARS  
LESS ORDINARY

*Spiral Cellars*

“Wine is one of the most civilised things in the world and one of the most natural things of the world that has been brought to the greatest perfection, and it offers a greater range for enjoyment and appreciation than, possibly, any other purely sensory thing.”

Ernest Hemingway



“Because I like  
my wine to be  
close to hand...”



“Not only does a Spiral Cellar add value to your property, but also compared to the cost of external warehousing, the cellar pays for itself within 10-15 years.”



**Wine. It doesn't matter if you see your glass as half full or half empty, there's always room for more wine.**

In recent years wine has enjoyed a popular revolution. There are more winemakers making finer wines in far more unexpected corners of the world than ever before. There's a lot more wine and a lot more good wine. Luckily the 'good stuff' is now more accessible than ever, with boutique wine merchants popping up all over the place.

For those of us who take more of an interest in the wine we enjoy, it's nice to have a little more choice than just "the Pinot Noir", for example. Would we prefer the savoury aromas found in a Gevrey-Chambertin, or maybe the animal and vegetal characteristics of a Californian Pinot Noir? Perhaps our meal would lend itself to intense red berry fruit or more to a wine with lighter tannins and high acidity. Buy them all, keep them all, enjoy them all. That's clearly the answer. But where do you keep them? Now, that's the question and it's where we come in.

At Spiral Cellars, we work with you to design and install the optimum wine cellaring solution, whatever the size of your wine collection, whatever the space you have, or don't have, in which to house it. We do so because at Spiral Cellars we understand the real value of wine. How it creates stories, marks special occasions and helps us get together with friends and family. Cellaring is more than just wine storage, it's the freedom to choose the right wine for the right occasion.

**Very little beats the excitement of starting out on your wine collection journey. We look forward to making your journey possible.**

# LET US INTRODUCE OURSELVES...

With a pedigree of 35 years of knowledge and expertise under our belts, we've rather got the hang of creating exceptional wine cellars.

We're passionate about giving you the perfect cellar experience, whether that's one of our eponymous Spiral Cellars, a state of the art wine wall, or a luxurious bespoke walk-in wine room.

Having created more than 3,000 wine cellars in the UK and numerous others around the world, Spiral Cellars has become the company of choice for those wishing to create a wine cellar in their home.

“We go on holiday to wine regions and can now buy plenty of wine to bring back home.”

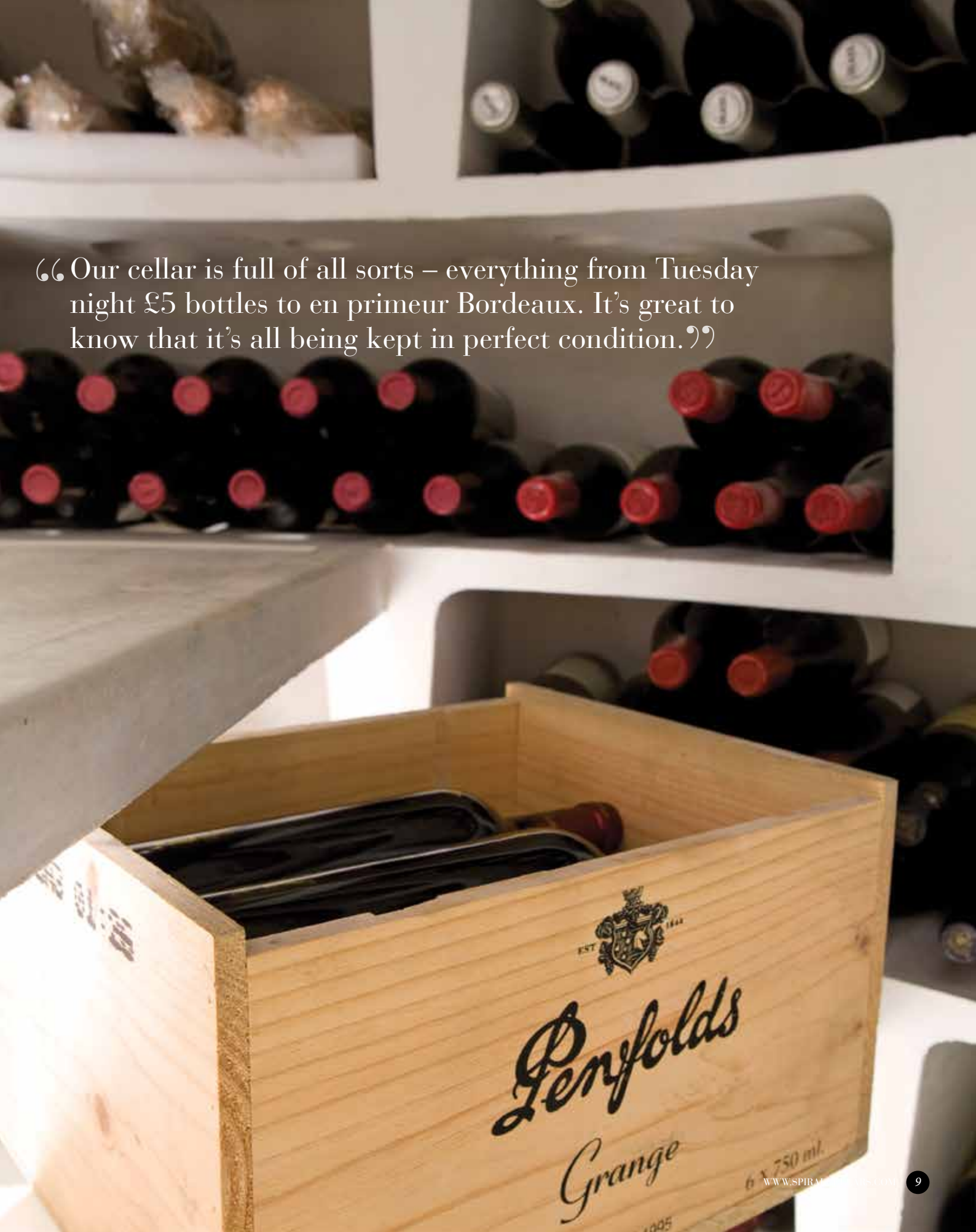


# THE BENEFITS

A wine cellar is the perfect means of storing your wine collection, from Champagne to the finest Bordeaux, affording you the opportunity to keep your wine close to hand to drink now or to keep in ideal lay-down conditions.

With Spiral Cellars' unrivalled range of cellaring options, you no longer have to create the space for refrigeration or invest in inconvenient bonded warehouse space. Our wine storage solutions provide tiptop cellaring conditions, giving you the confidence to take advantage of buying wine young or en primeur and ageing it yourself. When doing so, you'll avoid the increased costs that come with buying wine when it's ready to drink and you'll get the chance to catalogue and store more easily vertical tastings and phased openings, to ensure you catch your wine at its very best.



A photograph of a wine cellar. In the foreground, a wooden crate is open, showing several bottles of wine. The crate has the Penfolds Grange logo and text on it. In the background, there are shelves filled with many bottles of wine, some with red caps and some with white caps. The lighting is warm and focused on the crate.

“Our cellar is full of all sorts – everything from Tuesday night £5 bottles to en primeur Bordeaux. It’s great to know that it’s all being kept in perfect condition.”

ESTD 1844  
**Penfolds**  
Grange  
6 x 750 ml.



Having a wine cellar, wine room, wine wall or even a wine cabinet offers you the freedom to buy impromptu cases when attending wine tasting events and visiting wine regions, confident that you've the capacity at home to house them. Our various cellaring options have capacities that suit collections of all sizes. From a handcrafted walnut wine cabinet created to home a prized special selection, a Spiral Cellar which can hold up to 1,900 bottles, to a bespoke wine room created to house a truly magnificent collection. Whatever the size, having the correct space to really indulge your passion and see your whole collection at once means there's less chance of forgetting what you have or losing track of bin ends.

Opting for a wine cellaring solution from Spiral Cellars is more than a smart move towards quality wine storage. For some, it can add a striking new interior design feature to the home and make your wine collection centre stage. The options to personalise and have your cellar reflect your individuality are endless. For those inclined, we offer architecturally styled statement pieces of wine furniture that not only provide optimised conditions for wine maturation, but also turn your wine storage into an art form.

Finally, to tick the 'return on investment' box, not only will a Spiral Cellars wine cellar add a unique selling feature should you ever move, it will also undoubtedly add value and earn its investment back in 10-15 years compared to warehousing.

“I was fed up with wine boxes cluttering the house.”



“It’s a real talking point.  
Our friends are always  
asking to see it.”

# BESPOKE WINE ROOMS AND GALLERIES

For the ultimate walk-in wine cellar nothing quite beats the personal touch of the bespoke wine room experience.

Having a space designed to your own exacting requirements and taste, with your wine collection at your fingertips, brings untold pleasure. A wine room is the perfect option for the discerning, with the space to accommodate a sizeable personal wine collection in style, or where excavating for a Spiral Cellar is not feasible. Bespoke designs create a distinctive handcrafted gallery for your wine collection, artfully displayed to draw the eye yet keep the wine in the best possible conditions.

Our wine rooms are temperature and humidity controlled environments to maintain optimum cellar conditions for both bottle ageing and ready to drink wines. No two wine rooms or galleries are the same and each reflects the individual client's wine collection, design style and taste.

Whilst we work with private clients and developers to offer a complete wine room service for the home, hotels, restaurants and bars; we also work in close design collaboration with clients' architects, designers and contractors to help them shape and realise their wine room designs. The result is that each is a functioning cellar-grade wine space that adheres to the best wine storage practices as well as creating the required 'wow factor'.

Why not contact us to arrange a consultation?







# STATEMENT WINE WALLS AND CABINETS

Our unique bespoke wine walls create an impressive design statement to suit the style of any home, restaurant, hotel or development. They can range from wardrobe-sized wine cabinets to fit a particular recess to full-height glass partition walls. Whatever the finished design, rest assured that your wine wall will perform beautifully as it will have been created with the type of wine it will house in mind.

## **Good things come in small packages**

For apartments or where space is at premium, we can create bespoke wine walls to fit any unused space or alcove without compromising on the architectural design and elegance of the piece.



# BESPOKE SERVICE

Creating an individual wine room or wine wall gallery requires a personal service. Whether you like the modern, clean lines of frameless glass, stainless steel and bottles that appear to float, or the warmth of exquisite timbers paired with other luxurious materials reminiscent of a Pall Mall clubhouse, your expert consultant will guide you through a full service that would include:

**Design**

**Bespoke crafting**

**Installation**

**Lighting**

**Climate control**

**Project management**

Your consultant will ask you about your wine collecting characteristics, needs and plans, your design tastes and details of your building to help determine an outline budget. They will also advise you on the best location and types of storage best suited to your home. This is a no-obligation meeting.

Once you place your order for design, we'll be with you every step of the way throughout the cellar planning and installation process. You can relax, confident that you have personal, dedicated project management and installation teams, as well as after-sales care.



“It’s the little touches, the well-thought-out design and the level of finish that make it so special.”





“When they told me a Spiral Cellar could be installed in 5-9 days, I almost didn't believe them.”





# THE SPIRAL CELLAR EXPLAINED

A Spiral Cellar is a modern way to have a real cellar in your home.

It's a natural underground cellar built from engineered concrete and fitted in to the ground below your home, so there's no need to have an existing basement or cellar. It can be installed under any ground floor room and can either be fitted cleanly into a finished room, or form part of a new build house, extension or refurbishment project. Either way it usually takes no more than between three and nine days to install a Spiral Cellar from scratch.

We know the right conditions are vital when it comes to wine storage. The solid concrete construction, built-in natural ventilation and the correct position in your home together create the right temperature and humidity for optimum cellaring conditions. To make your Spiral Cellar work at its best we will, during your home consultation, suggest the perfect position to ensure maximum cool ventilation.

“If I had known installing a Spiral Cellar didn't require planning permission, I would've had mine put in sooner.”

**The cellar incorporates our natural passive ventilation system, which, simply put, means that warm air is continuously replaced by cool.**

This maintains the optimum humidity levels – key to ensuring your corks don't dry out and also helps to keep the air fresh. A real benefit in using concrete in our cellars is that it has good thermal properties and absorbs the natural ground temperature, with gradual seasonal variations, just like a traditional cellar.

With a Spiral Cellar there's much less upheaval than digging out a whole basement – and there's no need to move out! Our installations are clean, tidy and efficient, with very little mess. The Spiral Cellar won't affect your foundations and doesn't need its own as it's surrounded by reinforced concrete. It's wrapped in a unique waterproof liner system, and you won't need planning permission unless your house is a listed building (because the cellar isn't officially classed as 'habitable'– although some Spiral Cellar owners love to live in theirs!).



“The entirely natural cooling and ventilation system means that there’s no risk of it breaking down and no running costs.”

**To create your Spiral Cellar, we start by excavating a hole in the desired location.**

If you opt for our ‘excavation and installation’ service, our expert team will do this for you, carefully lifting your existing floor finish and leaving no mess. If you opt for our ‘installation only’ service, your builder will handle the excavation for you. We then complete the installation using our uniquely designed modular concrete bins and steps, fitted into the robust waterproof liner system and reinforced concrete.

Whatever option you choose, our team of dedicated Project Managers will support you throughout the project.

Spiral Cellars are not considered habitable spaces so planning permission is not required.

We want the coolest air possible coming in as it gives your cellar the best chance of working at its optimum

Chosen trap door (rectangular or round, you decide...)

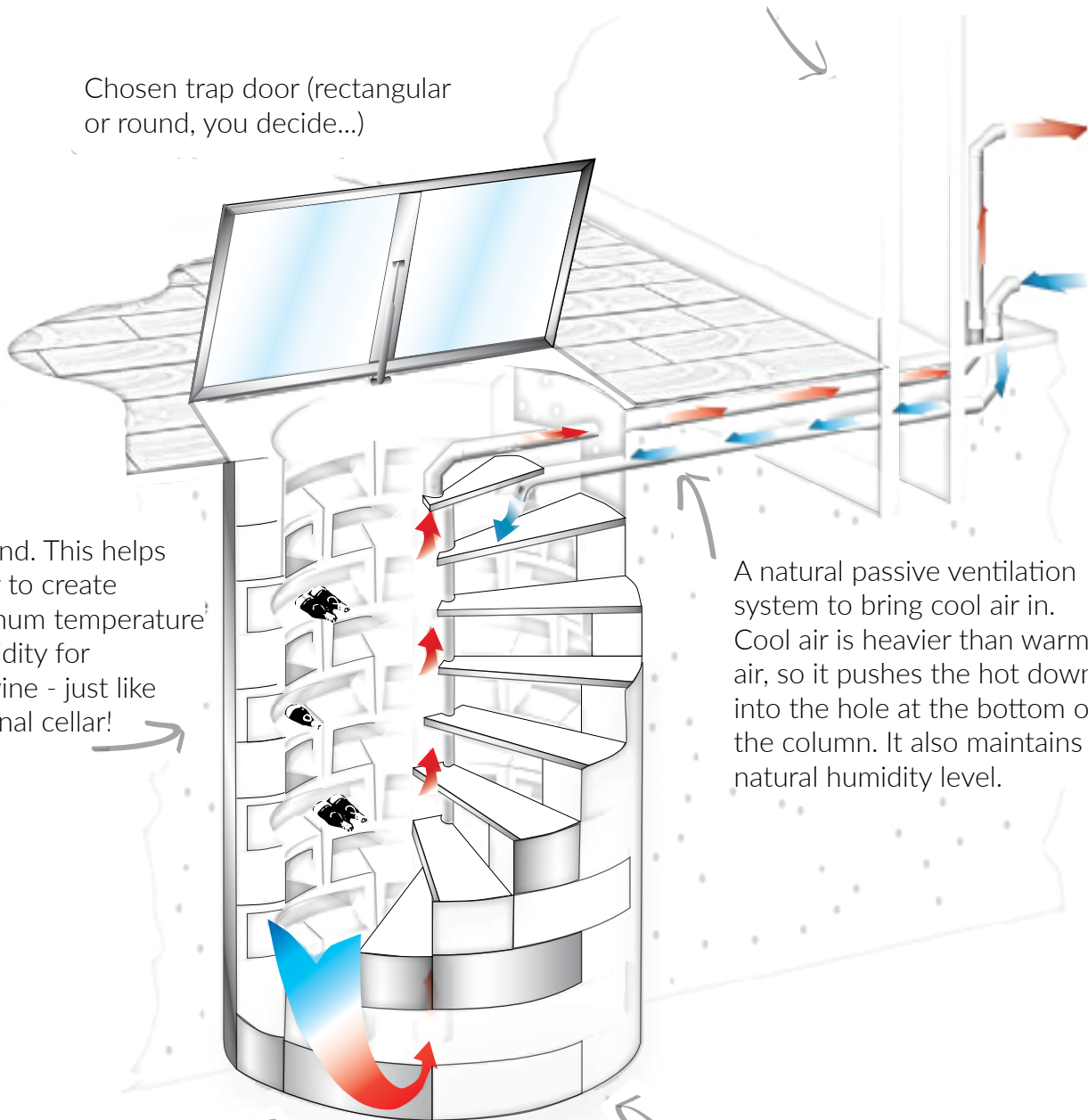
The ground. This helps the cellar to create the optimum temperature and humidity for storing wine - just like a traditional cellar!

A natural passive ventilation system to bring cool air in. Cool air is heavier than warm air, so it pushes the hot down into the hole at the bottom of the column. It also maintains a natural humidity level.

A reinforced concrete ring and base keep everything in position and ensure your existing foundations won't be affected.

The concrete modules and steps interlock.

■ Warm air  
■ Cold air





# WHICH SPIRAL CELLAR IS RIGHT FOR YOU?

There are a few things to consider when choosing your Spiral Cellar.

**Firstly, how much wine you currently have in your collection and how much you're likely to buy over time.**

If you entertain a lot, intend to take more wine holidays, attend more tastings or broaden your wine interests you will need space to allow your wine collection to grow. If there's one piece of advice we can give, after 30 plus years of creating dream cellar spaces, it's that you should always opt for a larger Spiral Cellar than you think you'll need. People often buy wine to fill their space and the most common comment we hear from our customers after a little while is "I wish I'd gone for a bigger one".

**Secondly, the style of Spiral Cellar to best compliment your home.**

The design of your home, period of property and style of finishes are all important. Do you want your Spiral Cellar to be the centrepiece feature of the room? Or do you want it to be your best-kept secret? Asking yourself these questions will help you decide which cellar and door combination is right for you.

And lastly, if that isn't enough to think about, a word to the tall. If you do happen to be 6ft or more we would recommend a cellar depth of at least 2.5m to provide you with a comfortable amount of head-room. We want your Spiral Cellar to solve the headache of wine storage, not give you one!



# THE WHITE SPIRAL CELLAR



The White Spiral Cellar is an impressive cellar expertly designed with a contemporary, stylish white finish for a sophisticated and clean look. But not only does it look good, it also provides the greatest capacity we offer with an external diameter of 2.5 metres, suitable for a significant collection, with wide steps for an easy descent. Each of the bins is deep enough to accommodate a whole bottle with no overhang and the largest cellar will easily house more than 11,000 glasses of wine (enough for a few dinner parties).


Each bin can fit at least two cases worth of wine and can take up to 27 Bordeaux- or 24 Burgundy-shaped bottles. With the full range of door, lighting and accessory options available for this cellar, it's easy to create your perfect combination.

**There are three depth options available:**

2m	42 bins	up to 1,130 loose bottles
2.5m	54 bins	up to 1,450 loose bottles
3m	66 bins	up to 1,780 loose bottles

There's certainly room to build a collection with the White Spiral Cellar. Ample space to move (and linger, if you so desire), along with a strong aesthetic, tend to be the driving forces for our clients choosing this option. Focus on the number of bins, rather than bottles, when making your choice to give your wine plenty of room.





“It’s the easiest  
and most cost-effective  
way of building a wine  
cellar in your home.”

# THE ORIGINAL SPIRAL CELLAR



The Original Spiral Cellar is perfectly formed in smooth, natural coloured constructional concrete for a clean, sleek look. With an external diameter of 2.3 metres the Original Spiral Cellar boasts more than enough space for a collection of copious amounts as each bin stores up to 24 Bordeaux- or 17 Burgundy-shaped bottles. You can also personalise your Original Spiral Cellar with a choice of impressive door, lighting and accessory options.

There are three depth options available:

2m	42 bins	up to 1,000 loose bottles
2.5m	54 bins	up to 1,250 loose bottles
3m	66 bins	up to 1,580 loose bottles

We find customers tend to opt for the luxury of a deeper cellar to allow their wine a little more bin space and to provide sufficient storage for future additions to their collection.





“ We didn’t lose any space, they created a wine cellar by giving us some more.”

# GLASS DOORS

## **Retractable round glass door**

The precision engineered, high quality and crisp contemporary style of our premium glass door option makes the retractable round glass door an impressive 'wow' feature centrepiece in any room. Incorporating 'walk-over' laminated toughened glass, one semi-circular panel slides neatly away in the cellar leaving nothing visible above floor level. It's a marvel to watch the silent, smooth opening action.

*Only available with the White Spiral Cellar.*

## **Hinged round glass door**

This stylish and contemporary door shows off the cellar to it's fullest and features a door made up of two semi-circles of 'walk-over', laminated toughened glass.

*Available with the White and Original Spiral Cellars.*

## **Half round glass door**

The more unusual shape of this door creates a feature in a room and is perfect where space is limited. It features a semi-circular door of 'walk-over', laminated toughened glass.

*Available with the White and Original Spiral Cellars.*

## **Rectangular glass door**

The straight, clean lines of the rectangular glass door give it a crisp look and its dimensions make it perfect for reduced floor space as it only covers half the cellar. It's rectangular shape means the door can also be easily aligned with other furniture or positioned parallel/perpendicular to walls to integrate the door into a more uniform scheme. It features a rectangular door of 'walk-over', laminated toughened glass.

*Available with the White and Original Spiral Cellars.*

All glass doors are motorised and open effortlessly at the touch of a wall-mounted switch.





# CONCEALED DOORS

## **Internal concealed doors**

Internal concealed doors are perfect for when you want the entrance to your cellar to blend in with the surrounding floor. We have doors that come with a motorised mechanism and are suitable for both tiles and wooden flooring.





# TIMBER DOORS



## Reinforced door (garage)

This heavy-duty door is designed for use in garages as it is specially reinforced to take the weight of a moving or resting vehicle.

## Standard door

This is a modest veneered timber door that is non-motorised with a gas strut arm to make manual lifting effortless. We recommend this door to clients looking for an understated look or when wishing to conceal their cellar beneath carpet.

*Available with the White and Original Spiral Cellars.*





# STAIR TREADS



## Leather style

Add a touch of luxury to your White Spiral Cellar with bespoke cellar-grade leather, available in a variety of colours to compliment your home.

*Only available for the White Spiral Cellar.*

## Amtico

We can match your treads to any Amtico finish of your choice to create an elegant look.

*Only available for the White Spiral Cellar.*

## Sisal

The addition of sisal carpet to the treads and column adds a warm feel to your Original Spiral Cellar. Each step is finished with black rubber nosing to define the edge.

*Only available for the Original Spiral Cellar.*

# LIGHTING OPTIONS

We offer a range of LED lighting packages for both the Original and White Spiral Cellars to enhance the design and highlight the cellar within your room. LEDs are not only aesthetically pleasing, but provide a crisp, clear, even light – particularly useful for cellars in darker locations such as a garage.

If simple lighting is preferred, we can also supply bulkhead lighting.







# ACCESSORIES

We offer a range of accessories and components that can be used to personalise your Spiral Cellar or wine room.

## Spiral Cellars

### Cork bottle rests

We've a range of specially designed cork items that enable you to display your wines within your cellar exactly as you want them to appear. Our cork bottle rests allow you to highlight a few chosen special bottles within your collection and our cleverly designed curved cork neck supports, allow non-standard bottle shapes (including Champagne, Alsace and half bottles) to sit safely and securely by removing the tendency for them to slip forward.

### Safe

Securely stow valuables including cash, jewellery and other small items in our range of small 'hotel room' style safes, designed for use in your cellar.

## Wine rooms

### Humidor

Talk to us about creating a humidor that not only compliments your wine room, but provides the optimal humidity range for storing, preserving and ageing your cigar collection.

### Components

We are often asked if Spiral Cellars' craftsmanship can be used to enhance existing wine rooms. In response, we've developed a range of precision designed components that can be fitted to existing wine room schemes.

In such instances, our customer care team will talk through your requirements and suggest solutions ranging from installation of Spiral Cellars' unique display peg systems on which to rest your wine bottles, to new door and glazing options. We can also install state of the art climate control systems that will ensure your collection is kept in optimum cellaring conditions.











# CATALOGUING YOUR COLLECTION

We've all done it. Lost track of what wines we have, their optimum drinking windows and even where we've stored particular vintages, all because we've not had the time to keep our cellar notes up to date.

Whether you're buying wine to drink now or in the future, or whether you're buying to invest, it's important to accurately record your collection. That's why we've developed Spiral Library, a personalised online wine cataloguing system that enables our cellar owners to accurately manage, understand and analyse the value of their wine collection – which also comes in useful for insurance purposes.

Spiral Library allows you to record every bottle in your entire collection, across multiple storage locations including your cellar, in bond or en primeur awaiting delivery.

You can add notes too – from where you bought it and where it's stored in your cellar, to when you last drank it. Want to know which wines are drinking this year and which need to be laid down? No problem. Want to understand the market performance of your entire collection of Burgundy? Simple.

Having direct access to exclusive market information enables you to make an informed decision on whether it's time to sell part of your collection. If it's time, Spiral Library facilitates a peer-to-peer exchange that allows our cellar owners to buy and sell between each other at low rates of commission, ensuring a great deal for everyone.



# SHOWCASES

Spiral Cellars can be viewed in showcases across the UK and Ireland. Individual appointments can also be made to view our portfolio of wine rooms and galleries.

## London

Kitchen Architecture  
145-149 Lower Richmond Road  
London SW15 1EZ  
020 8785 1960

## Stevenage

The Wine Society  
Gunnels Wood Road  
Stevenage Hertfordshire, SG1 2BT  
01438 741177

## Exeter

Sapphire Living Space  
Unit 3A, Darts Business Park  
Topsham, Devon EX3 0QH  
01392 879320

## Manchester

Charles Mitchell Wines  
Excalibur Way, Irlam  
Manchester M44 5DL  
0161 775 1626

[info@spiralcellars.com](mailto:info@spiralcellars.com)  
0845 241 2768



# WHAT NEXT?

Contact us to discuss your cellaring needs with one of our customer advisers.

Once we understand your wine collection and how you intend to use and add to it, we can discuss the various cellaring options that best suit you and your wine. From there, we can arrange a complimentary cellaring consultation at your home.

Our expert surveyor will visit you to learn more about your wine collecting plans and characteristics and determine how much you may need to store. The consultation is a free, no-obligation visit. They will advise you on the best location for the cellar in your home to create the optimum conditions, and will help you decide which cellar and options are right for you. Finally, the surveyor will be able to answer any questions you may have and will even provide you with a quote there and then for your preferred cellar solution.

Once you place your order, we'll be with you every step of the way throughout your cellar planning and installation process. You will have dedicated project management and installation teams, as well as high level after sales care. Once fitted you can relax, confident that your cellar will be covered by our standard warranties. You can also contact us with your queries at any time in the future; no matter how many years you've been enjoying your cellar.

[info@spiralcellars.com](mailto:info@spiralcellars.com)  
0845 241 2768

We're constantly developing our products to provide you with the best wine storage. Therefore, the images used in this brochure may not reflect the very latest product design. Please ask our sales team for further information.





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RESERVE

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