



*Nouveau by*

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CLUB VINICĂN

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Appreciating Fine Wine



## *Introduction*

The Fine Wine market is often branded as a solid and stable source of alternative investment, and even with the recent Global economic and political upheaval, it has continued to be a stable and profitable asset.

Within the Fine Wine market, opportunities exist to achieve significantly higher rates of short-term return in buying and selling 'parcels' of Fine Wine. Through Club Vinicon, over 20 years of Fine Wine trading experience will deliver an enthusiastic and enjoyable environment which gives members a memorable 'club experience' plus significant commercial returns.

*Stephen Lane*

Managing Director, Vinicon





## *What is a parcel?*

A parcel is Fine Wine that can be purchased at or below market value and sold as one lot for a significant return.

### **EN PRIMEUR**

Q1 - Burgundy and Italy En Primeur

Q2 - Bordeaux En Primeur

Q3 - Super-Tuscan/California releases

Vinicon has allocations of the most investable En Primeur wines.

### **YEAR END STOCK CLEARANCE**

Each major UK importer has a different year-end and opportunities exist when businesses seek to reduce their stock holding.

### **DIRECT FROM WINERIES**

Wineries have established supply chains which they work to protect, but a 'Club' has the opportunity to bypass them.

Vinicon has established logistics to bring Fine Wines to the UK.

### **PRIVATE SALES**

Wine owners may elect to liquidate some of their stock from time to time.



# *The Club Vinicon Proposition*

## **A PERSONAL 'CLUB'**

- Like-minded people who enjoy drinking and discussing wine
- Exclusive Fine Wine tastings, Château visits, and other related events
- All enabled by the trading of wine parcels

## **PARCELS OF WINE**

- Exclusive one-off opportunities to buy finite quantities of a wine at below market prices and sell them on at the right time
- The wine is traded as with any other asset (it's not about building a cellar or long-term investment)

## **COMMERCIALS**

- High returns (37 - 48%), over a short term (24 - 36 months)
- A 'pledge', individual £10K aliquots, £250K total
- 'Personal' - fine wine is a 'wasting asset', providing flexibility in tax planning

## **INDIVIDUAL'S CAPITAL & PROFITS**

- 50% of the pledge paid on agreement, then 50% as required by the buying cycle
- 3 year commitment, reviewed after 18 months
- At cycle-end, fund renewed:
  - Exit option for capital/profits; or continue
  - Either/both can be taken as cash or drinking wine to the value (at Vinicon preferential rates)

# About us

## **SOURCING, IMPORTING THE WORLD'S FINEST WINES**

Agency, bringing some exceptional producers to the UK market

Private clients, investment and drinking wines



**STEPHEN LANE**  
**MANAGING DIRECTOR, VINICON**

Over 15 years' experience in the UK Fine Wine trade, including roles with Matthew Clark, Enotria and Waddesdon Wine Ltd.

As Commercial Director at Waddesdon Wine Ltd, Stephen transformed this Rothschild owned business from a small private client operation to a mid-sized national agency house, engaging with producers that are best in class from around the world.

- Comprehensive knowledge of Global fine wine market
  - Extensive experience of arranging winery tours



**MARTIN GUNTRIP**  
**CLUB SECRETARY**

In depth knowledge of Club Management - currently Club Director of All England Lawn Tennis Club.

- Delivery of major events, dinners, and celebrations - 150th Anniversary of AELTC, Champions Ball, and over 60 events per year
- 25 years of NED experience



**DAVID COLLINGBOURNE**  
**COMMERCIAL LEAD**

A strategy consultant with a solid commercial background and a proven track record. Current roles include:

- Indica Properties Ltd – property development
- Healthcare Commissioning Services Ltd and Healthworks Ventures Ltd – healthcare consulting
- Catch21 - trustee and chair
- C&D International Ltd – marketing and communication





## *The Trading Process*

### **MEMBERS PLEDGE**

- Club fund, £250K
- Aliquots of £10K
- 50% paid on pledge; 50% as parcels identified and purchased

### **VINICON BUYS ON BEHALF OF THE CLUB**

- Wines held in bond, with a paper trail (this protects investment outside Vinicon)
- Wines remain the property of the club until sold
- Vinicon decides parcels to sell from time to time

### **WINES SOLD**

- Vinicon sells parcels
- Purchasers are International brokers; UK merchants; B2C
- The Club receives capital and profits, less agreed fees/commissions

### **INDIVIDUAL'S CAPITAL & PROFITS**

- 3 year cycle, review at 18 months, members agree end to term or extend, wine buying adjusted accordingly
- Open book, quarterly reporting of cash/market value of stocks held
- At cycle-end, capital/profits reinvested, or taken as cash or drinking wine\* to the value

\*For drinking wine, preferential Vinicon rates available to club members (IBD catalogue price + duty/VAT) RSP – c. 35%



# Portfolio Buying Strategy

## **LARGER PARCELS**

The right wines, commercial advantage identified

- Bordeaux Cru Classé and mature investable parcels as and when available
- Burgundy- as above, desirable Domaines in good quantities
- Vintage Champagne
- Super Premium Italian wines

## **EN PRIMEUR**

Larger quantities, realised back into profit once physical

- Bordeaux First Growths and second wines - wines that quickly accrue value following release and can be liquidated once they are physically available
- Burgundy
- Italy- Super Tuscans/Top Piedmont Wines
- Super Premium Spanish and Napa



## Example Returns

Returns vary by channel and opportunity. There is a realistic opportunity to manage 37 - 48% returns over a 24 - 36 month period (buying strategy review at 18 months).

### Recent examples

	£Buy	Date	£Trading (Mar '22)	£	%	Period
<b>Parcels</b>						
Domaine Leflaive Puligny Montrachet 2018 (case)	550	Jan 21	750	200	36.4%	13 mths
Tignanello 2018 (case)	395	Mar 21	600	205	51.9%	11 mths
<b>En Primeur</b>						
Carruades de Lafite 2020 (case)	960	Jun 21	1,300	340	35.4%	8 mths
Sassicaia 2019 (case)	995	Feb 22	1,400	405	40.7%	1 mth





## *What's in it for each party?*

### **INVESTORS**

- Club membership facilitated by a 'personal' investment
- Short term capital appreciation
- Profits – payable in cash and/or wine at preferential rates
- Target RoC 37 - 48%, 24 - 36 months (buying strategy review at 18 months)
- Investments and the income from them may go down as well as up

### **CLUB MANAGEMENT**

- Martin Guntrip and David Collingbourne both club members, same terms and benefits
- Club receives a one-off flat fee (5% on all wine at point of purchase) to cover club overheads
- Plus a one-off, per parcel commission on GP (for each parcel, 7.5% of sales less purchase cost, once parcel sold)

### **VINICON**

- Stephen Lane is a club member, same terms and benefits
- Business growth and scale with key suppliers - enhances future allocations
- Protects the sale of allocations - at release prices
- Delays the sale of allocations - an understanding with producers
- Plus a one-off, per parcel commission on GP (for each parcel, 15% of sales less purchase cost, once parcel sold)



## *Club Vinicon calendar*

Club Vinicon members will have access to our 2024 calendar of events which includes:

- Summer dinner and wine tasting
- Winter Dinner and wine tasting
- Autumn Trip to Reims



# CLUB VINICON

## **DAVID COLLINGBOURNE**

[dcollingbourne@hccsgroup.co.uk](mailto:dcollingbourne@hccsgroup.co.uk)

+44 7778 667 544

## **STEPHEN LANE**

[stephen@vinicon.co.uk](mailto:stephen@vinicon.co.uk)

+44 7815 107 006

**VISIT [VINICON.CLUB](http://VINICON.CLUB)**