



THE VAULT

JUNE 2022

FOR LOVERS OF
FINE WINE

XV



OCTAVIAN



WELCOME TO THE VAULT, AN OCTAVIAN PERIODICAL

Lockdown made for vintage years in fine wine investments, nevertheless the UK's easing of restrictions in March was a move welcomed by all at Octavian. We are delighted to be fully 'open for business' – a sentiment that will no doubt resound throughout the industry – and look forward to face-to-face interactions and in-person visits from customers once again.

Not that the virtual approach is without many merits. Customers who completed our 2021 Survey highlighted the proposed service enhancements within the Octavian

MyCellar portal that they felt would be of greatest benefit to them, offering greater ease and convenience in the management of their collections. Thanks to all who took part and provided their feedback. Highlights from the Survey and a summary of the key developments that you can expect to see rolled out in MyCellar over the coming months are featured in our article at the close of this issue.

Resuming 'business as usual' has included opening our doors for the arrival of the 2019 vintages, which performance-wise appear to be shaping up very well. Octavian received more cases than anticipated; this speaks well of the vintages themselves and perhaps also reflects the pandemic-driven surge in online wine sales that seems set to stay. Octavian's own Exchange is proving very popular; after its first year, sales have exceeded £1m and I'm pleased to report that over 10% of customers have listed wines on it. The inclusion of provenance details for wines listed is a useful sales feature, particularly amongst the cohort of merchants that store with Octavian.

In his annual market update, MW Charles Curtis details the 'simply astonishing' results attained in the collectible wines market in 2021 and highlights some key category performers. Whilst outlining the potential threats to the continuing appreciation of fine wines as an asset class, he concludes that, so long as the world economy holds up, prospects for this year appear to be strong.

We are also pleased to feature an article by fellow Master of Wine, and founder of strategic consulting and communications business Swirl, Sarah Abbott. In 'Regenerative Viticulture: Sustainable is Not Enough' she relays how organic and biodynamics are making way for #RegenViti. Curious wine lovers and wine buyers alike are signposted towards The Foundation for Regenerative Viticulture and its mission of engaging the wine industry in reversing climate change.

We hope you enjoy this issue.

If you would like to arrange to come and view your collection, please get in touch – we would love to see you and arrange a cellars tour for you.

Vincent O'Brien
Octavian Managing Director

COLLECTIBLE WINE TODAY

AFTER RECORD-BREAKING SALES TOTALS AT THE
END OF 2021, THE FINE WINES MARKET LOOKS SET
TO THRIVE THROUGHOUT 2022 – 'AS LONG AS THE
WORLD ECONOMY AVOIDS ANOTHER 2008-STYLE
MELTDOWN' REPORTS CHARLES CURTIS MW.

By any measure, the results in the market for collectible wine are simply astonishing. Sales totals for fine wine at auction at the end of 2021 have shattered all previous records. The aggregate global total reported by the seven largest wine auction houses (Acker, Sotheby's, Zachys, Hart Davis Hart, Christie's, Baghera/wines, and Bonham's) was over £450 million. By comparison, the previous peak of the market, reached in 2018, was not quite £360 million. U.K.-based B2B platform Liv-ex also reports results for 2021 that have topped everything for the past decade. They announced that their proprietary indices have outperformed the FTSE 100, Dow Jones Index, and the price of gold.

The big story in today's blistering hot market is Burgundy, whose wines are trading at all-time record highs. Bordeaux has given up market share and lagged in price in recent years, and Live-ex notes that in 2021 share of market for Bordeaux wines dipped below 39%, a new low for the category. While indications are that the wines of the leading châteaux are beginning to rebound, Bordeaux still represents a buying opportunity for collectors looking for value. Together Burgundy and Bordeaux make up 85 – 90% of the market. Among other segments, Champagne has shown particularly strong growth and wines from Italy, Spain, and California gained in volume and value to a lesser extent. With a few notable exceptions (think 1963 Noval Nacional), dessert wines such as Port and Sauternes are in decline.

Part of the appearance of huge growth in recent years is due to the now-common practice of reporting online auction and live auction results together. This is an outgrowth of the way business changed during the pandemic, since for a time in 2020 – 2021 all auctions were held online. Prior to the pandemic, online was a different, separate channel, essentially reserved for less-desirable wines. These wines were sold online in timed auctions lasting up to two weeks. The top lots and most desirable wines were all sold in live auctions, and typically auction houses reported the sales totals separately. During the pandemic, the old-style timed online sales continued, while a new hybrid type of auction emerged, the 'live online' sale, which some houses referred to as a 'studio sale' since an auctioneer sold



lots in real time in a studio using online bids, order bids submitted before the sale, and live telephone bids.

During this transitional time, the line between live sales and online sales blurred, and now most houses report their sales together. There are some online auction platforms, such as the American WineBid.com and Paris-based iDealwine, that do not report results in a consistent way although they may have a significant impact on the market. In 2020, WineBid.com reported \$33.8 million in sales and iDealwine €23.4 million. This latter house sold a bottle of 2001 Leroy Musigny for €17,499, a strong price for the wine and a prime example of the change in the type of wines now sold online. Recent reports indicate that iDealwine generated over €27 million in sales in 2021, and although WineBid has not reported results, knowledgeable observers conclude that live and online wine auctions combined, totaled over £500 million in 2021. It is not only online auctions that are booming, however – traditional merchants such as Berry Brothers & Rudd also report a surge in online sales. Berry notes that online order value was up 19% in 2021, and that their proprietary trading platform BBX was up 25% compared to 2020.

Vincent O'Brien, Managing Director of Octavian Wine Services, notes that the cellars has been very busy with the arrival of the 2019 vintages, and that the market seems to have resumed in earnest. He comments that trades in high-end whiskies in particular have been extremely strong with values from just above £10,000 to mid-6 figures arriving in the warehouse. 'I don't see that dropping anytime soon'.

Although volumes have declined slightly overall for entry-level wine, the luxury market has continued to boom. The strength of the retail market for fine wine was buoyed

BORDEAUX STILL
REPRESENTS A BUYING
OPPORTUNITY FOR
COLLECTORS LOOKING
FOR VALUE

Front cover image:

Perrier-Jouët Brut Millésimé 1874, which in December 2021 realised £42,875 / \$56,981 / €50,292, an auction record for a bottle of Champagne sold by Christie's.



THE QUALITY OF THE WINES WAS EXCELLENT, THE QUANTITY WAS GENEROUS, BUT MOST IMPORTANTLY IN THESE TIMES, CHÂTEAUX SLASHED PRICES

in part by a strong campaign for the 2019 Bordeaux vintage futures. The quality of the wines was excellent, the quantity was generous, but most importantly in these times, châteaux slashed prices as the pandemic disrupted the ordinary course of sales and producers panicked. Savvy buyers could secure deals on a par with those found during the 2009 financial meltdown (but the wines are better). U.K. merchant Bordeaux Index saw sales in 2021 jump 47% to £128m. Burgundy sales also continued apace as focus continued unabated on this category and retailers presold the strong 2019 vintage and began to deliver the highly regarded and copious 2018 vintage. Italian wine also continued to grow in popularity, driven by the release of the 2016 vintage, which was superlative both in Tuscany and in Piemonte.

CATEGORY FLUCTUATIONS

Burgundy remained the focus for many collectors. The undoubted star lot of the first half of 2021 was a dozen bottles of La Romanée direct from the cellars of Bouchard Père et Fils that sold for the equivalent of £1.63 million – nearly £136,000 per bottle, realized by Geneva-based wine specialist Baghera/wines. This was far from the only success story for Burgundy wine. In July New York-based wine specialist Acker sold a jeroboam (three-litre bottle) of 1999 Domaine de la Romanée Conti La Tâche for a world-record price of £157,478. The previous record for this wine of just over £46,000 was set by Sotheby's only last year. Acceleration in the Burgundy category is such

that iDealwine reported that all fifty of the top fifty most expensive lots they sold in 2021 were from this region.

In recent years Burgundy trades have taken on the largest share of the volume of the secondary market, even though a much greater volume of Bordeaux is produced. After reaching a peak in the fall of 2011, Bordeaux prices dropped 20 – 30% across the board, and some fell even more precipitously. For many years, the best opportunity for value appeared to be collectible Bordeaux, but prices are creeping up. Acker reported earlier this year that Bordeaux prices are up more than 28% on last year. This strength can be seen in the performance of benchmark wines such as 1982 Lafite-Rothschild, whose average price in 2021 was +15.8%, and 1986 Mouton Rothschild, which grew by +20.6% to reach the highest price in a decade. Savvy buyers should continue to buy Bordeaux as it ascends to optimise the appreciation of their collection.

2021 has also seen rising prices in other categories. The iconic 2006 vintage of Masseto is up more than 20% for the year. However, there is a wide spread of prices, with some lots selling at £600/btl, but some going as high as £1,000/btl, underlining the importance of buying with discipline. The same is true of Champagne. 1996 vintage Krug varied £416 to £571 at auction over the summer months. This wine is +18.8% for the year, to an average of £455, suggesting that it will only climb higher in the months to come. Another strong performer, both at auction and at retail, was the 2002 vintage of Salon Champagne. The London-based exchange Liv-ex reported that prices for this wine jumped by 80% to £10,618 per dozen.

DANGERS AHEAD

There are, however, potential threats to continued appreciation of the wine market. There is lingering concern about the effect of a resurgence of the COVID-19 pandemic on the market, but given the results from 2020 and 2021 and the declining severity of the current variants,



Image courtesy of Acker, 12 bottles of 1991 Domaine Leroy Musigny which attained USD \$460,650.00 at auction last year.

the danger from this threat would not seem too severe. Potentially more worrisome are the threats to stability posed by the crisis in the Ukraine or the ever-increasing pressure from China under Xi Jinping to dominate the Asia-Pacific region. Asian buyers have been a prime growth driver for collectible wine since 2008, but some worry that recent events in China may cast a pall over the market. Concerns range from the recent sentencing of the head of Maotai (China's largest liquor producer) to life in prison for corruption, to the debt crisis at China Evergrande. Some observers fear that a default on the scale of the Lehman Brothers failure in 2008 could plunge world economies into turmoil anew.

In addition to these external threats, some fear that reports of counterfeit wines being sold at auction may sow doubt about the viability of this asset class. In November 2021 Acker was forced to rescind the sale of a methuselah (six-litre bottle) of Romanée-Conti 2002 that they had sold in Hong Kong for £304,850 at the end of September. This invited closer scrutiny of other lots offered by the same consignor, which ultimately led to the withdrawal of another methuselah of the same wine from the 2000 vintage. Despite these reports, however, most buyers seem unaware of the problem.

Collectors generally are sanguine about the market, buoyed by the assumption that difficult conditions in China will drive investable assets to tangible goods domiciled overseas, continuing to drive demand in the wine market. As long as the world economy avoids another 2008-style meltdown, prospects for the fine wine market continue to be strong indeed for 2022.

COLLECTIBLE WINE AT AUCTION

2021 TOTALS, IN MILLIONS

HOUSE	LOCATION	SALES
Acker	US, HK	£137.11
Sotheby's	UK, HK, US, EU	£101.11
Zachys	US, HK, UK	£83.16
HDH	US	£ 70.63
Christie's	UK, HK, US, EU	£26.46
Baghera	EU	£22.05
Bonham's	UK, HK, US	£12.46
TOTAL		£ 452.97



6 magnums of 1990 Romanée-Conti, \$597,600, courtesy of Zachys Wine Auctions



REGENERATIVE VITICULTURE: SUSTAINABLE IS NOT ENOUGH

“STEINER’S VISIONARY EMPHASIS ON SOIL HEALTH, POLYCULTURE, BIODIVERSITY AND HOLISTIC RESILIENCE IS OF ENDURING VALUE.”

SARAH ABBOTT MW EXPLORES EVOLUTION IN THE
ECO-DISCOURSE AND HOW ‘REGENVITI’ PRESENTS A PARADIGM
SHIFT IN MINDSET AND PRACTICES FOR WINE PRODUCERS.



THE REGENERATIVE
VITICULTURE FOUNDATION

The Regenerative Viticulture Foundation launched in London on Monday, 28th March with a presentation and panel discussion at 67 Pall Mall. A panel comprising Stephen Cronk, Mimi Casteel, Miguel Torres, Justin Howard-Sneyd MW, and Dr. Jamie Goode drew a full house of wine media and trade. Founded by Cronk, the owner of Maison Mirabeau in Provence, The Regenerative Viticulture Foundation is a global non-profit with the mission of engaging the wine industry in reversing climate change. It’s a big idea and bold plan. And it is essential.

“We are at a critical moment on this planet: a tipping point,” says Cronk. This is no bluster. The United Nation’s Global Biodiversity Chief, Elizabeth Maruma Mrema, gave an interview two days later saying the same thing.

The eco-discourse around wine has focussed for a decade or so on viticultural practices and inputs: what to put in and how much to sustainably take out. Organic has been the dominant concept and category for framing wine in ecology. The surge in certified organic vineyards at the end of the 20th century was a response to society’s concerns for the impact of conventional farming on the natural world and human health. According to the OIV (International Organisation of Vine and Wine) the size of certified organic vineyards across the world grew by an average of 13% a year from 2015 to 2019, to 450,000 hectares. (The plantings of conventional vineyards shrunk by 0.4% a year in the same timeframe.) In the UK alone, the market for organic produce grew to over £3 billion last year.



ORGANIC WINE PRODUCTION METHODS COMMIT TO:

- maintain ecosystems and soil fertility
- maintain biodiversity while practicing pest control
- minimise practices that require synthetic chemicals
- avoid techniques that have a negative impact on the environment
- exclude the use of genetically modified organisms
- reduce the level of sulphites in finished wine

Yet for deep wine geeks, organic wine does not stimulate excitement. Many of our most revered and cult producers are not “organic”. Organic certification is a safety net for casual wine drinkers who have neither time nor interest to get to know their domaines. Superstar estates (such as Zind-Humbrecht in Alsace, Michel Lafarge in Burgundy, and Domaine de Chevalier in Bordeaux) are readier to adopt biodynamics than organic.

The more esoteric mandates of Rudolf Steiner, the father of biodynamic farming, are tactfully side-stepped by biodynamic wine practitioners. The influence of occultist spirituality on Steiner make some aspects of his framework seem bonkers. But he was onto something in his concept of nature, agriculture and society as a systemic being. Steiner’s visionary emphasis on soil health, polyculture, biodiversity and holistic resilience is of enduring value.

Organic wine as a category is all potential, with a decade of sustained growth and yet still only 6% of the world’s vineyard share. It’s part of a broader food category with resonance and confidence for consumers. What more can #RegenViti offer?

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A bigger framework, a more elastic toolbox, and carbon. Regenerative agriculture (or #RegenAg) shares some aims with organic and biodynamic approaches, such as the promotion of biodiversity and soil health. But as Howard-Sneyd explained at the Foundation launch, the central tenet of RegenAg is no-till. Do not plough, even with the most picturesque of horses. Keep carbon in the soil, where it does good, and out of our atmosphere, where it contributes to the burgeoning greenhouse.



The burning of fossil fuels is widely known as significant contributor to the greenhouse effect and climate change. Yet agriculture is also a major source of greenhouse gases. The global movement for Regenerative Agriculture is driven by the need to reduce greenhouse gasses while restoring soil health through sequestering carbon - while recognising that humans need to eat. There is something provocative about the movement. As Cronk says, there is a paradigm shift coming for farming, forcing us to unlearn so many of the apparent advances of the Green Revolution. Cronk, Howard-Sneyd and Casteel spoke of wine's ambassadorial potential for the RegenAg movement: vineyards are less than 1% of global agricultural land, but wine is the celebrity of farming. Nobody is touring turnip fields.

· WHAT DOES REGENERATIVE AGRICULTURE MEAN FOR VITICULTURE, OTHER THAN THOU-SHALT-NOT-PLOUGH? ·

Howard-Sneyd (who makes wine in the Roussillon) referenced Jessica Villat's 2021 Masters thesis on regenerative viticulture in listing nine key soil regenerative practices for viticulture:

1. Agroforestry: trees in the vineyard
2. Cover crops: between and under rows
3. Leguminous cover crops: to fix nitrogen, instead of adding fertiliser
4. Animal integration: sheep to graze and fertilise
5. Low traffic: no tractors or heavy machinery to compact the soil
6. Non-chemical fertiliser
7. Non-chemical pest management
8. No-tillage: do not dig up the soil and leach carbon
9. Redesign the system at the landscape level: viewing the landscape and the vineyard within it as connected ecosystem

All speakers were keen to stress that viticulture through regenerative practices is a wide lens. Adopting any or all of these practices to some degree will increase carbon sequestration, soil health, and biodiversity. I came to think of RegenViti practices as layers over existing approaches. This is the strength of their appeal: that something in the RegenViti toolbox is available and beneficial to all viticultural approaches, from organic to conventional. "I'm not a regenerative viticulturist yet", says Howard-Sneyd. "But I'm starting the journey."

Mimi Casteel is further down the road. An inspiring speaker and the daughter of winemakers at Bethel Heights, she spoke of how her Masters in Forest Science led her to study and pioneer regenerative viticulture in her own vineyard at Hope Well, Oregon. When she stopped tilling her vineyards, "I was considered a lunatic in my neighbourhood. That was a challenging time," she said.

Casteel has deployed the full tool kit at her winery. And now her neighbours come to her for advice as they observe how her vines weather drought thanks to the improved water and nutrient holding capacity of her soils.

Casteel quantifies further benefits: an increase of 1% in soil organic matter is equivalent to the addition of 30 lb of nitrogen, and increases water holding capacity equivalent to 120,000 gallons/acre.

FAMILIA TORRES HAS COMMITTED TO IMPLEMENTING REGENERATIVE VITICULTURE IN 500 HECTARES OF ORGANIC VINEYARDS

Miguel Torres also has sceptical neighbours: "In Penedès, if you're not tilling, they think that things are not going well with your business." But he sees only advantages in regenerative cultivation for Spanish vineyards, with increased soil water-holding capacity, reduced soil surface temperature, and increased biodiversity and resilience. Familia Torres has committed to implementing regenerative viticulture in 500 hectares of organic vineyards across four denominations. They have started trials in Mas La Plana in Penedès (DO Penedès), Mas de la Rosa in Porrera (DOQ Priorat), Milmanda in Vimodí i Poblet (DO Conca de Barberà), as well as in the Jean Leon vineyards.

DON'T EXPECT TO SEE "CERTIFIED REGENVITI" LOGOS ON WINE BOTTLES ANY TIME SOON

How can we, as wine buyers, contribute? There are no plans for certification, yet. Don't expect to see "Certified RegenViti" logos on wine bottles any time soon. The Foundation is among pioneers of a radical paradigm shift in agriculture. The post-world-war agricultural advances of "The Green Revolution" came at a high and hidden cost but they will have to dig deep to change 70 years of farming orthodoxy. The Regenerative Viticulture Foundation offers resources and advice for wine producers on implementing and measuring the output of these practices. And rich information for the curious wine-lover. They are at the start of their journey, and as Cronk says, "we are seeking support".



HIGHLIGHTS AND INSIGHTS FROM THE 2021 CUSTOMER SURVEY

A BRIEF OUTLINE OF HOW THE ONGOING DEVELOPMENT OF CELLARAGE SERVICES WITHIN OCTAVIAN, THE WORLD'S PREMIUM STORAGE PROVIDER, REFLECTS CHANGING CUSTOMER REQUIREMENTS

Octavian would like to thank everyone who took the time to complete its 2021 Customer Survey and provide such comprehensive responses. We had rather more responses than is typical which I think shows the importance and degree of passion our customers have for their wine collections.

We are delighted to have received both very positive feedback and clear direction on the value of the service developments suggested.

The objectives of the survey were to understand any changes in our customers priorities and the factors considered when making a choice of cellarage services. Additionally we needed to know which proposed service enhancements and innovations had the most potential value to our customers.

· WHAT WOULD CUSTOMERS LIKE TO SEE FROM OCTAVIAN? ·

In the last issue of The Vault, Vincent O'Brien invited customers to indicate whether any of the following new services would be useful to them:

* **Video Wine Inspection** - where wines can be accessed and interacted with remotely without the need to travel to Octavian.

* **A Document Repository** - in which customers can securely file and store purchase invoices for provenance and HMRC evidence.

* **A Wine Purchase Reconciliation Service** - to help reduce the administrative burden across all stock purchases from different merchants. This would include periodic chasing on behalf of customers, ensuring stock is landed into accounts and reconciled to invoices to avoid outstanding items.

86% OF CUSTOMERS WOULD
LIKE TO SEE ONE OR
MORE OF THESE SERVICES
IMPLEMENTED

together with enhancements to the MyCellar portal and greater information around stock value.

We are fortunate in not having to focus on post-pandemic recovery and are able to be proactive in listening to our customers and improving the services that make Octavian the outstanding cellarage service.

Over the course of 2022 we will introduce the improvements that our survey highlighted as important. Over 30% of our customers are based overseas so the appeal of video inspections is not surprising. Already these inspections are being done weekly for a number of customers and are working very well.

New features and more functionality have been added to MyCellar and development will continue making it central to the management and enjoyment of your wine collection. Features include:

Acquired From – you can now view a record of where your wine was brought into Octavian from, by looking at the 'Purchase from' section in your wine overview.

Octavian Stored From – documenting the date your wine first came into storage at Octavian; this information will be available to prospective buyers should you choose to sell it on our platform. A record of good provenance is the best way to make your wine desirable and maximise its value.

Provenance Documentation – you can upload your own provenance documents to MyCellar, to keep your portfolio records easily accessible in one place. Redacted copies can also be shared to prospective buyers if you wish.

Home Cellar – to make it easier to keep track of your whole collection, in one place, wines from your Home Cellar can be added to the portal, and benefit from the same real-time market data that your wine at Octavian gets, such as the current market value and the optimum drinking window.





Home Cellar Collection – you can arrange for wines stored at home to be collected and brought into Octavian storage. Simply select the wine you wish to have brought in, and we will do the rest.

Watchlist – designed to help you to easily add to your collection. Simply add a wine you would like to purchase to your Watchlist and when it is listed for sale, you will receive an email with a link to the offer. Equally, if you have a wine in your inventory that someone else has added to their Watchlist, you will be sent an email alerting you that someone would be interested in buying it from you.

Tasting Notes - add your own tasting notes to your collection, or post reviews of wine that you have enjoyed, to help you make sound purchasing decisions.

Request Additional Service - Octavian offers a range of additional services that you can request directly from MyCellar:

1. **Inspection photography** - high-quality, professional photographs of your wine so you can review its condition. We will number your bottles so they become eligible for bottle picking.
2. **Bottle picking** - specific bottles can be selected for delivery. When placing an order, simply let us know the bottle number from the case you are ordering and we will send it out to you.
3. **Change pack type** - with our own range of cardboard cartons and wooden cases we can replace tired looking second-hand cases.
4. **Break down and repack bottles from a mixed case** - we can break down your mixed cases by product to match them on our system and provide real time data, such as the current market value or the optimum drinking window. Simply let us know which bottles to repack.
5. **Break down and repack bottles into separate cases** - we can also separate bottles from cases into smaller ones. Please be aware that these new cases will receive a separate annual storage charge at the start of the next storage year.
6. **Banding cases** - if you have multiple cases of the same wine, we can band these together to create one case. Banded cases will only receive one storage charge per year, however they can only be ordered, transferred, or sold as one item. Cases must be the same size to be banded (e.g., two 3x75cl cases turning in to one 6x75cl case). The largest cases size that can be created is 12x75cl for standard bottles or 3x150cl for magnums.
7. **Repair a damaged wooden case** – if the condition of an original wooden case has deteriorated, we can undertake

light repair work – including replacing broken face plates or damaged lids.

8. **Visits** – get in touch with us to book a cellars tour and personally inspect your cases.

· WHAT IS IMPORTANT TO OCTAVIAN CUSTOMERS? ·

With such a diverse customer base you might expect the different aspects of the Octavian proposition would be of varying importance. However, there were some very strong themes running through the survey responses.

Naturally the facilities and associated ideal storage conditions maintain their importance. Reputation, recommendation and trust are at least equal as a factor in influencing the decision of who should look after their wine collections.

There is more emphasis today on excellent customer service due no doubt to the dramatic increase in trading activity and consequent movement in stock and ownership.

There were some surprises; notably, fewer than expected customers cited insurance as a key factor in their decision to store with Octavian. This may indicate an assumption that when you store your wine in a bonded warehouse you will automatically be well insured, which is certainly not the case.

It is likely that many wine collectors and investors are overlooking important criteria when choosing a custodian for their valuable assets. Blissful ignorance is no substitute for true peace of mind.

Some of your comments:

“REPUTATION, POSITION IN THE MARKET, EXCELLENT SERVICE”

“PROFESSIONAL APPROACH, SECURITY, BEST CONDITIONS FOR MY WINE”

“PRICE, REPUTATION AND CUSTOMER SERVICE”

“QUALITY OF WINE STORAGE AND PROVENANCE, QUALITY OF ADMINISTRATION AND REPORTING TOOLS, INSURANCE”

· HOW LIKELY IS IT YOU WOULD RECOMMEND OCTAVIAN TO A FRIEND? ·

Testament to the calibre and commitment of our staff and the quality of the service they deliver is that

81% OF RESPONDERS GAVE A SCORE OF 8 OR MORE OUT OF 10

with nearly half of those giving a 10 (where zero is 'not at all likely' and ten is 'very likely'). Overwhelmingly survey respondents cited great service as the main reason for their high scores.

Some of your comments:

“IF YOU WANT THE ULTIMATE SERVICE FROM A STORAGE FACILITY THEN I WOULD CHOOSE OCTAVIAN. THEY GIVE YOU EXCELLENT SERVICE AND SECURITY, IMPECCABLE PROVENANCE AND ULTIMATELY PEACE OF MIND”

“IT'S EXPENSIVE, BUT WORTH THE MONEY. THE ADMINISTRATION IS EXCELLENT AND DELIVERY SERVICE FAULTLESS”

“GREAT SERVICE, RELIABLE, STRONG REPUTATION, GREAT FACILITIES”

In conclusion, for Octavian 2022 and the 'new normal' will see us keeping in close contact with our customers and continually working on ways to make 'the best' better yet.





OCTAVIAN

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