



FINE WINE MERCHANTS
**GOEDHUIS
& CO**
ESTABLISHED 1981

THE GOEDHUIS CELLAR PLAN

INTERESTED IN STARTING A CELLAR, BUT NOT SURE HOW TO BEGIN?

Goedhuis & Co is an award-winning team of specialist fine wine merchants providing fellow wine lovers with an inspiring personal service that is a better way to buy and enjoy wine.

We have been creating superb cellars for clients for over 35 years.

The Goedhuis Cellar Plan is an easy, affordable route to a bespoke collection of outstanding wines built at your own financial pace.

BENEFITS OF THE GOEDHUIS CELLAR PLAN

- Ⓒ Access to our extensive range of expertly sourced fine wine
- Ⓒ Personal account manager providing bespoke advice
- Ⓒ Exemplary storage with Private Reserves Ltd
- Ⓒ Broking and selling services
- Ⓒ No management fees
- Ⓒ Invitations to exclusive Cellar Plan events, tutored and informal wine tastings and wine dinners with producers

"Since starting my Goedhuis Cellar Plan 6 years ago I have been lucky enough to taste and learn about a huge variety of wines from across the world. This has enabled me to build a tailored cellar that I will enjoy with friends and family in years to come. Their service has been both personal and professional and their passion for wine really shines through. I cannot recommend it more." Toby Hudson

"I have been buying wine with Goedhuis for a number of years and I've found their advice and guidance invaluable throughout. As well as buying wine independently, I have used their Cellar Plan as a way of drip feeding more unusual and different cases into my collection that I may have previously overlooked. With their expertise you can always rely on them making the right decisions to suit your needs." Tom Morrison

"If you have an interest in wine then I cannot recommend Goedhuis more highly. The Goedhuis Cellar Plan is the perfect way to improve your knowledge and build your dream cellar. I started my cellar over 5 years ago and I am working towards creating a balanced collection, for both investment and future drinking. Over the past few years I have learnt a great deal. The team are always extremely helpful and knowledgeable and have helped me develop my cellar whilst introducing me to new wines I would not have previously considered. I hope this is just the start..." Tom Dailey

WHY GOEDHUIS & CO?

Range of finest wines:

Goedhuis has one of the best reputations in the wine trade and longstanding relationships with growers, domaines, châteaux and suppliers globally. Consequently, we offer an exceptional range of quality wines for drinking and investment from many of the greatest domaines and estates around the world.

Experienced personal service:

We will make recommendations on wines to match your tastes and budget. We will advise on which wines are ready to drink and can also assist with the resale of any wines within your portfolio.

Complete flexibility:

The service we offer is bespoke and will be driven by your wishes. You can amend your wine preferences, vary your monthly contribution, or make a top-up payment at any time.

Perfect storage conditions:

Your wines will be stored with our independent storage company Private Reserves Ltd. Their storage conditions (at Cert Octavian in Wiltshire) are exemplary and your wines are completely secure.

Online portfolio management:

You will have access to your portfolio online, including tasting notes and drinking dates at www.privatereservesltd.com

PRACTICALITIES

A preliminary discussion will establish your goals, the appropriate level of investment and your wine preferences.

The recommended monthly payment is from £50 to £150 to build a drinking cellar. If you are looking to build an “investment” cellar, we recommend a monthly payment of £250 or more.

Many people invest a one-off lump sum to get their cellar off to a flying start. This allows the purchase of some older, or higher value wines.



WINE INVESTMENT

Historically, wine as an investment was as simple as buying two cases and then selling one in five years' time to pay for them both. Today, using wine as an investment is something that savvy investors are doing more and more.

Diversifying an investment portfolio away from stocks and shares into an asset that is tangible and finite can be a great attraction. By having a physical asset in your name that becomes more desirable with time, due to diminishing supply and increasing demand, means that, with the correct advice and approach, fine wine as a collectable asset can be turned into an profitable investment.

All wines for investment should be purchased through a reputable established merchant or broker whose expertise you trust.

Ensuring your wine is professionally stored under bond guarantees provenance in the event of resale. It also means that duty and VAT are suspended i.e. not paid on purchase or sale. Only if you take your wine out of 'bond' for delivery do these taxes become payable.

Furthermore, as a tangible asset with a finite life-span, wine is classified as a wasting asset and a chattel and can be exempt from Capital Gains Tax.

Please note: We recommend that prior to investing in wine you visit www.hmrc.gov.uk or take independent financial advice, as we are not a financial institution and are not able to give financial advice.

SAMPLE CELLARS

£50/MONTH AFTER 3 YEARS

BORDEAUX

12x75cl	Ch Haut-Batailley 5ème Cru Pauillac 2015
12x75cl	Ch Moulin St Georges Grand Cru St Emilion 2016
6x75cl	Ch Grand Puy Lacoste 5ème Cru Pauillac 2015
1x300cl	Ch Langoa Barton 3ème Cru St Julien 2017

BURGUNDY

6x75cl	Vosne Romanée Aux Réas Domaine A-F Gros 2016
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ITALY

6x75cl	Brunello di Montalcino Il Colle 2013
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PORT

6x75cl	Dow's Vintage Port 2016
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£100/MONTH AFTER 3 YEARS

BORDEAUX

12x75cl	Ch Langoa Barton 3ème Cru St Julien 2015
12x75cl	Ch Brane-Cantenac 2ème Cru Margaux 2015
12x75cl	Ch Grand Puy Lacoste 5ème Cru Pauillac 2015
2x300cl	Ch Talbot 4ème Cru St Julien 2017

BURGUNDY

12x75cl	Savigny lès Beaune 1er Cru Fourneaux Simon Bize 2015
12x75cl	Gevrey Chambertin En Champs Drouhin Laroze 2016

ITALY

6x75cl	Brunello di Montalcino Cerbaiola Salvioni 2013
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PORT

6x75cl	Dow's Vintage Port 2016
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