

TOP TIPS FOR COLLECTING WINE

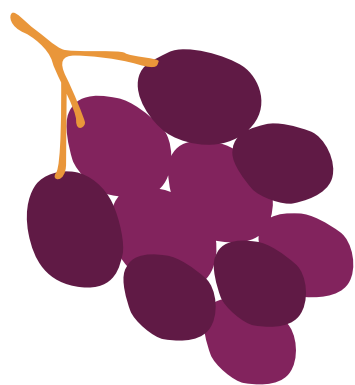
Drink better, not more



1

YOUR TASTE MATTERS

This may sound obvious, but perception that a collection must start with very old or expensive wines is limiting. Start with wines you like and let your cellar evolve from there. This way, you will always gain pleasure from your wines regardless of market performance.



2

KEEP RECORDS

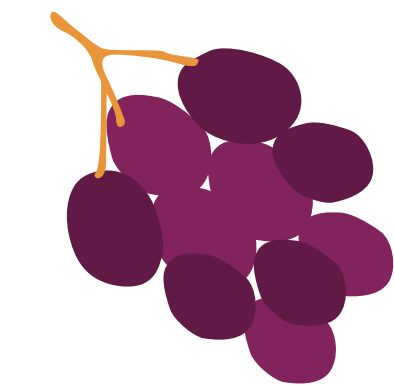
Keep track of what you have and save all documentation. This doesn't have to be a complex system, but having all this information to hand will help if you wish to sell wines or if your collection requires auditing. It will also prevent you forgetting about those older bottles!



3

CONSIDER STORAGE

If you wish to build a wine collection for consumption or investment, how you store that wine is, without a doubt, one of the most important considerations. There are plenty of options available and a bit of research to find those that will suit you best is a worthwhile use of your time.



4

AUDIT, APPRAISE, INSURE

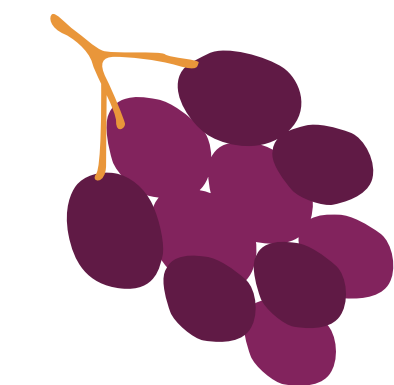
As your wine collection develops, it is important to get it audited and valued, so that it can be adequately insured against damage, natural disasters or theft. If you are storing with third party, it is crucial check the insurance and valuation system they provide.



5

EMBRACE DIVERSITY

Collecting wines can be a tricky business, you will always get bottles that do not meet your expectations, fail to achieve the market value you had hoped for, or suffer from an unexpected fault. By ensuring your collection is varied, when some wines let you down, others will shine.



6

BEWARE THE 'TOO GOODS'

If a wine looks too good to be true, it is very likely too good to be true. Ensure you have done your due diligence and are fully informed before committing to buy. Watch out for buying at the top of the market and be wary of hype.