



Primeur by

CLUB VINICĂN

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						
Parcels	Case Price	Date	£ Trading	£	% Return	Period
Domaine de Montille Meursault 1er Cru "Les Perrières" 2019 (case)	£575	Oct 23	900	325	57%	10 months
Anseillan 2019 (case)	£270	Apr 23	375	105	39%	10 months
En Primeur	Case Price	Date	£ Trading	£	% Return	Period
Sassiaia 2020 (case)	£1,250	Feb 23	1,650	400	32%	8 months
Mixed Domaine Leflaive Parcel	£2,830	Jun 22	4,300	1,470	52%	7 months



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 2025 calendar of events which includes:

- April En Primeur Trip to Bordeaux
- Summer Dinner and Wine Tasting at Hide Mayfair
- Autumn Dinner and Wine Tasting at the Davidoff Rooms Mosimann's

CLUB VINICON

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