

Cellar Link launches in Hong Kong with a world first

Cellar Link Limited, owned by Australian Eamonn Egan, has quickly made a name for itself as a unique global wine collection manager and online premium wine retailer, since its launch in Sydney in February 2009. Following recent expansion into the UK the company has announced its launch in Hong Kong which will provide collectors throughout Asia with a centralised hub for collecting, trading, storing and managing their wine collections.



It's the events planned by Cellar Link for their foray into the Asian market that will make history on 5th November 2009 when Cellar Link will offer Hong Kong's first ever dual vertical of Penfolds Grange in both bottles and magnums.

The auction of two full sets of Penfolds Grange; Lot One being a vertical of 1.5L magnums from 1979 to 2004 and Lot Two being 750ml bottles from 1951 to 2004, is expected to draw great interest from around the world. The last known sale of a full set of standard bottles fetching in excess of \$1,750,000 HKD (\$250,000 AUD) in 2007.

The world first event will take place at The Langham, Hong Kong and will be auctioned by Australia's Nick Bulleid, MW. The bottles which are in impeccable condition and presented in Transtherm temperature controlled cabinets, will be on display at The Langham, Ground Level Lobby from 26th October.

Eamonn Egan, Managing Director of Cellar Link commented "although Cellar Link isn't usually in the business of auctioning fine wine, we felt the opportunity to offer these two rare verticals of Grange at the launch of our Hong Kong branch truly demonstrating our capabilities. We offer the world's only full service global wine storage and management solution of its kind, where people with collections of great wines can seamlessly view, manage, trade and track their collections and investments on a global scale".

Collectors can manage their wine in situ using Cellar Link's subscription based **Global Wine Management Portal™** with storage in secure, climate controlled facilities in Sydney, London, San Francisco and Hong Kong. This enables collectors to buy, sell and store wine in these major markets without the added costs associated with transporting wines around the world, prior to resale through Cellar Link or their chosen broker.

Cellar Link subscribers have access to comparative global valuations, trading recommendations, critics ratings, peak drinking windows and tasting notes all specific to the individuals collection, and enables trading across domestic and international markets, provenance assured.

A strategic partnership with Wine-Searcher.com, the world's premier wine search engine, offers Cellar Link's clientele independent, monthly global valuation data for their collection, as well as third party reviews by Wine Advocate, Wine Spectator and James Halliday, to name but a few.

Cellar Link Hong Kong has capitalised on the recent 80% alcohol tax cut in Hong Kong and 14% in Macau, and has developed a new wine retail website www.cellarlink.hk which doubles as a sales platform for clients wishing to trade their wines on the retail market. Over the coming months a 3PL solution will provide wineries wishing to warehouse and distribute wine centrally and offer a cost effective 3PL solution in Asia.

Coinciding with the Hong Kong International Wine & Spirit Fair, a full schedule of events have been planned in the lead up to the world first auction on 5th November, including an Aged Premium Release Wine Masterclass showcasing several back vintages of Penfolds Grange for registered bidders. A Champagne and Canapé reception will precede the auction and will be followed by a formal dinner event in The Langham's 2 Michelin starred T'ang Court restaurant.

For further information contact Amanda Egan, Cellar Link Limited, amanda@cellarlink.hk

For media enquiries contact Alex Gilson, Winestream Communications, alexgilson@winestream.com.au

www.cellarlink.hk



AN INVITATION

The Langham, Hong Kong is to be the venue for the first Penfolds Grange Dual Vertical-vintage wine auction ever to be held outside of Australia

THE CELLAR LINK PENFOLDS GRANGE DUAL VERTICAL AUCTION & DINNER 5TH NOVEMBER 2009

AGED PREMIUM WINE MASTERCLASS

The Bostonian Grill, The Langham
10.00 - 11.30am

Limited to Registered
Bidders only (By Invitation)

Tasting including back vintages
of Penfolds Grange
(1985, 1990, 1995, 1998, 2002)
with Nick Bulleid MW

CHAMPAGNE CANAPÉ RECEPTION & AUCTION

Michelangelo Room, The Langham
7.00 - 7.45pm

Registered Bidders & Dinner
Guests (By Invitation)

Live Auction of Dual Verticals
of Penfolds Grange
Auctioneer: Nick Bulleid MW

INTERNATIONAL WINE DEGUSTATION DINNER

T'ang Court, The Langham
7.45pm, Formal Dress
Strictly Limited Tickets available
\$2,500HKD

2 Michelin Star, 9 course
Cantonese degustation menu
paired with 16 of the
worlds top wines
Hosted by Nick Bulleid MW

**Cellar Link are honoured to
present an historic opportunity
to purchase not just one parcel
of exceptionally rare
world-famous wines, but two!**

Offered and immaculately stored by
Cellar Link Limited, a unique global
wine collection manager and online
premium wine retailer, who are
hosting this event in conjunction
with the launch of their new branch
in Hong Kong.

LOT ONE MAGNUMS



Magnums of Penfolds Grange
vintages 1979 to 2004

LOT TWO BOTTLES



Bottles of Penfolds Grange
vintages 1951 to 2004

**The collections will be on display in The Langham, Ground Level Lobby
from 26th October 2009**

Auction bids can also be accepted online at www.cellarlink.hk/penfoldsauktion

We invite you to join Cellar Link at The Langham, Hong Kong on Thursday 5th November 2009.

BOOKINGS & ALL ENQUIRIES

Cellar Link Hong Kong +852 2251 8757 www.cellarlink.hk/penfoldsauktion

THIS EVENT PROUDLY
PRESENTED BY



THE LANGHAM
Hong Kong