



VEBLEN WINE

FINE WINE INVESTMENT

ACCOUNTABLE - PERSONAL - DEPENDABLE



VEBLEN WINE

## Veblen Services

+44 (0) 1622 672 314  
info@veblenwine.com  
www.veblenwine.com

We offer a full advisory or execution only service for new entrants to the market as well as existing investors.

Our goal is to be the most accountable, personal and dependable service provider within the fine wine investment market.

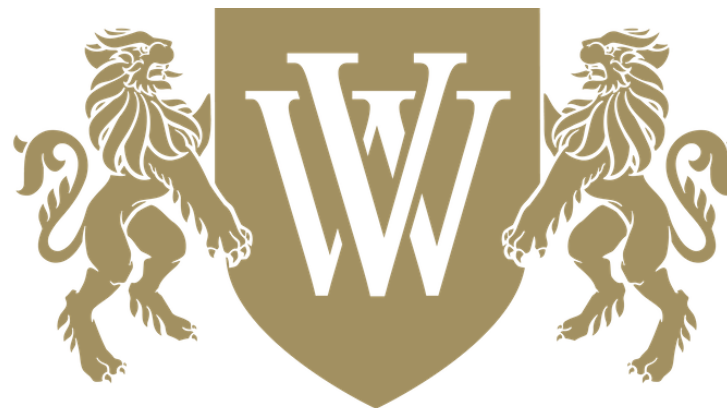
### Office Hours

Mon - Thur : 10.00am - 5.00pm

Friday : 10.00am - 4.00pm

**Email** : info@veblenwine.com

**Tel**: +44 (0) 1622 672 314



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If you have any questions or require assistance, please get in contact using the details to the left and we will be more than happy to help.

Risk Management - Please be aware that investments can go up as well as down in value and you may not get back all of your original investment. Past performance is not an indicator of future performance.



# Liv-Ex - The Fine Wine Exchange

+44 (0) 1622 672 314  
[info@veblenwine.com](mailto:info@veblenwine.com)  
[www.veblenwine.com](http://www.veblenwine.com)

Veblen Wines is a licensed member of the Liv-Ex Fine Wine Exchange, the industry's leading trading platform, giving our members access to the largest pool of buyers sellers of fine wine in the world. Liv-Ex is the most efficient and cost effective route to market.

Each trade on Liv-Ex is governed by a pre-agreed trading contract, giving a full guarantee of quality and provenance.

The guarantee is presented in the form of an "SIB Passport" which is exclusive to Liv-Ex and only lasts 2 years.



MEMBER OF  
**LIV | EX**  
THE FINE WINE MARKET

Drawing data from the exchange, members using our advisory service receive quarterly market reports and independent portfolio valuations. Non members are welcome to speak to Veblen Wines for an up to date evaluation of existing wine holdings.

For further information apply online at [www.veblenwine.com](http://www.veblenwine.com) or contact us via email [info@veblenwine.com](mailto:info@veblenwine.com) or phone +44 (0) 1622 672 314 and we will be more than happy to help.



# Vine International - Storing your Wine

+44 (0) 1622 672 314  
info@veblenwine.com  
www.veblenwine.com

At all times, wines purchased by our members are securely stored in an independent government bonded warehouse, insured at all risks.

Wines are stored at Vine International, wholly owned subsidiary of Liv-Ex. Alternatively, those who wish to transfer their wines in another location may provide details and we will arrange for transfer, charges will apply.



Vine International is the only storage provider fully integrated with Liv-Ex the exchange, acting as the clearance and settlement house on all transactions.

Using Vine provides our members with peace of mind knowing wines are stored in perfect conditions and insured to market value at all times under bond.

Your first year's insurance and storage is free for wines purchased from us, subsequent years thereafter are as follows;

12 x 75cl (9 litres)    £19.20 includes VAT

6 x 75cl (4.5 litres)    £ 9.60 includes VAT

Each case is assigned a Unique identification number (UID) to provide traceability on your account. You will be able to see all your account details and relevant information on the quarterly appraisals.

We can facilitate the movement of wines to Vine that are currently stored in other locations to enable condition reporting (Quality Control) for the purpose of valuing and selling your collection.

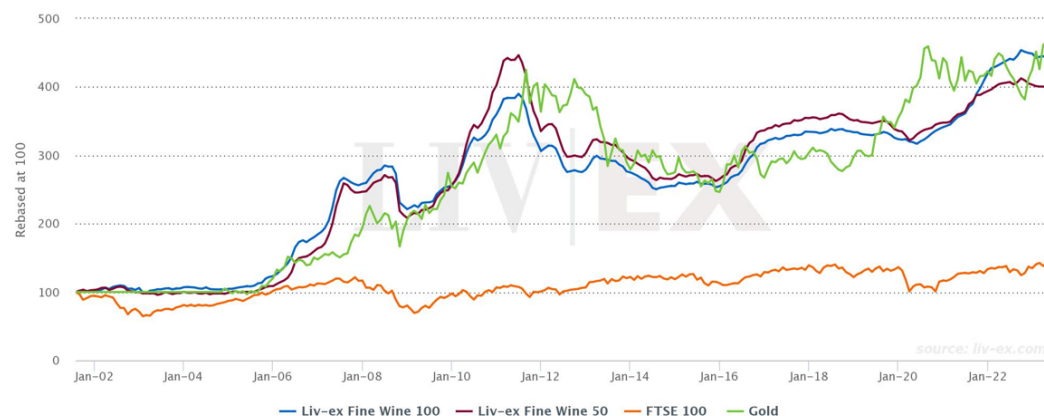
For further information apply online at [www.veblenwine.com](http://www.veblenwine.com) or contact us via email [info@veblenwine.com](mailto:info@veblenwine.com) or phone +44 (0) 1622 672 314 and we will be more than happy to help.

# Our Selection Approach

As an alternative investment, wine has a very low correlation to equities and bonds. The asset class is considered an important tool for any diverse investment portfolio.

"The story with other physical assets is similar: since 1993, when the first monthly wine index began, wine prices have risen 12-fold, while gold has increased just 3.6 fold and the FTSE 100 has only slightly more than doubled."

Source: Financial Times July 10th 2015



Veblen Wines uses a systematic approach when selecting the wines we bring to the table.

Veblen adopts a three pronged approach to the market as follows;

1. Incremental Price Theory
2. Price Plateau
3. Inverse Supply

"Once bottled, the quantity of wine can only reduce thereafter due to consumption."

"Since 1988 Fine Wine has outperformed Global Equities 98% of the time"

FWI - Fine Wine Investable Index (Liv-Ex)

As with any investment, identifying potential risks and minimising those risks is paramount to achieving returns.

In the fine wine market there are significant risks that we believe it is essential to minimise or remove, we achieve this through good practice as listed below.

**Quality and Provenance of wine purchased:** Liv-Ex guarantees the quality and provenance of all wines via the "SIB Passport", this is only valid for 2 years and you must request a new SIB passport thereafter, there is a cost for this.

**Legal Ownership:** We ensure that our members have full legal title over the assets they purchase from Veblen Wines subject to our terms of business.

**Tracking your investment:** Quarterly appraisals track the performance of your portfolio.

**Realising your investment:** Our membership of the Liv-Ex exchange provides real-time pricing enabling you to access the markets liquidity and execute sales within the liquidity pool available at the time.



Drinks Business Award 2016 : Winner  
SIB Passport & Instant Transfer





VEBLEN WINE

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# Useful References

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VAT REGISTRATION NUMBER: GB 942 7159 10



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