

Storing wine with efficiency in mind

Over 40 years of collecting, Fred Cook has amassed a significant trove of wines — California cabernets, French Bordeaux, Italian reds. “Big, old red wines,” he calls them. To store these wines, Cook, the CEO of Cole Kepro International LLC and CKI Locker LLC, and his wife Elaine, an educator, textile designer and artist, have built wine cellars in their current home in Las Vegas and in a former home on Long Island.

“No one needs to have a wine cellar,” Cook explained. “It’s sort of a passion; it’s sort of a character flaw. I guess you have to have one when you wake up one morning and you go to the basement and find boxes stacked to the ceiling, and you can’t find what you’re looking for.”

Last year, to build the wine cellar for his home in East Grand Rapids, Cook turned to a company that specializes in building cellars where the wine is easy to find: Revel Custom Wine Cellars, founded by Jim Cash, the former president of Christman Capital Development Co. and a long-time oenophile.

Revel grew out of Cash’s conviction that there was a better way to store wine than the conventional corked-end-out method. “I could never find the bottle I was looking for,” he said. Cash designed his home cellar with drawers and other systems that displayed wine so that the labels were easy to read.

Cash’s system, now patented, is integral to the cellars designed by Revel, built by Holland-based Benchmark Wood Studio and installed in homes, restaurants and wineries throughout the U.S., Europe, Mexico and Australia. The cellars are built from unfinished mahogany (the industry standard) and tailored to the owners’ needs.

What the Cooks needed was to create a wine cellar in a basement room of their English Tudor house, where the electrical service, ductwork and gas lines lined the perimeter walls. The Revel team’s solution was to create a 14-by-11-foot room within a room, leaving a 3-foot corridor around the perimeter of the cellar to house the

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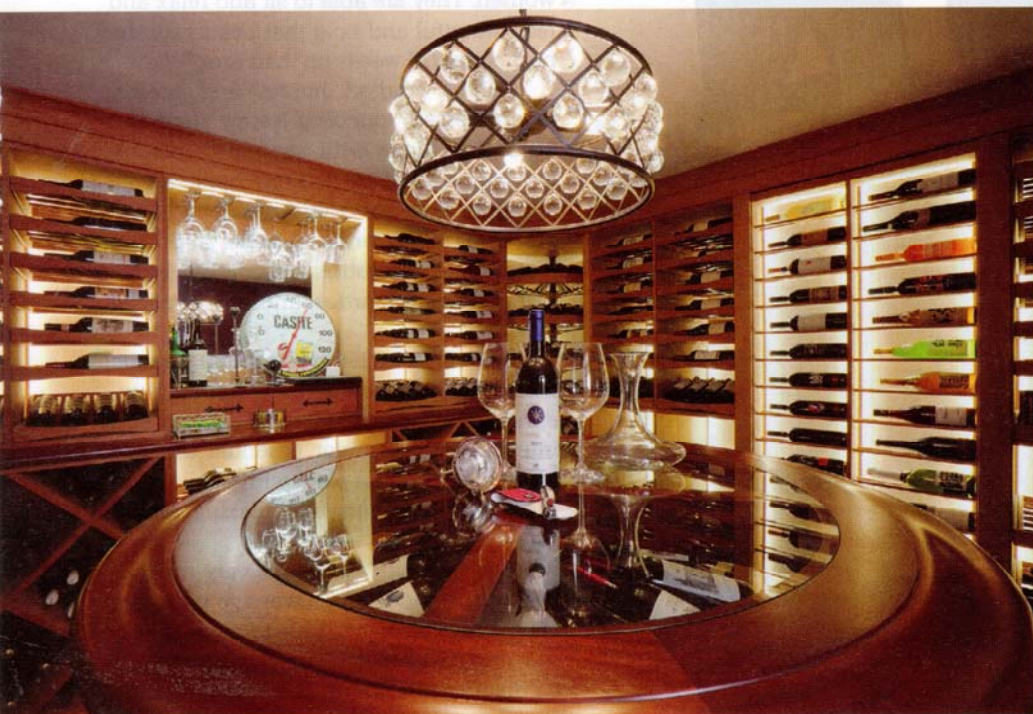


utilities. The completed wine cellar houses around 1,300 bottles in Revel’s trademark fixtures: pullout drawers, Lazy Susans and a wagon wheel table. The space also features a wrought iron and crystal drum chandelier, stained and finished shelves, and a secret door.

“In my old cellar, I had an inventory control system,” Cook said. “I no longer have an inventory control system because I can see all of the bottles in the cellar.”

For more information about Revel Custom Wine Cellars, visit revelcellars.com.

— MYRNA ANDERSON



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