





WINE CELLARS

CELLAR ENVY

It's no secret that how you store your wine is equally as important as how you serve it.

By: Jessica Hall

Aging fine wines in your very own cellar is an extremely gratifying experience from the moment you purchase to the moment you pop the cork. Whether you're an extreme wine connoisseur or burgeoning enthusiast, you should have the storage that your collection merits. The good news is there's the perfect solution for every kind of wine lover and every type of home from a palatial cellar in a trophy estate to a pied-à-terre in the middle of the city.

In a wine cellar or room, the enemy is temperature fluctuation. "An environment of 55 degrees and 70% humidity is ideal," recommends Jim Cash, Founder/Owner of Revel Custom Wine Cellars whose patented designs are a favorite among collectors across the world. Ensuring your favorite Bordeaux doesn't go bad, his company delivers fully assembled cellars and then coordinates with the design and construction team on the receiving end to make sure all technical aspects of the cellar, including cooling systems, insulation, moisture



barriers, etc. are perfectly aligned. Also, their technical experts can provide heat loss calculations, glass specification, and anything else that may be needed. Jim notes, "This has proven to be very important to clients that already have design and construction teams on-site and ensuring they don't have to pay for the travel, room, and board of crews flying in and getting in the way of things. It also allows our clients to make the best use of their existing designers in terms of colors, materials, door hardware, etc."

There is a range of products to store your wine safely - from basement cellars to wine walls, to fridge-style wine cabinets; however, the trend from storing your wine underground seems to be fading. "Collectors are moving away from the notion of having seating or dining within the cellar, and are now locating the cellar

adjacent to important social and entertainment areas of the home--great rooms, dining areas, home theatre areas, etc.. This allows views into the cellar without enduring the cool, damp environment of the wine cellar. Many collectors see their cellars as art, much like you would enjoy viewing beautiful paintings or sculptures and want to share that beauty and uniqueness with friends and family," Jim notes.

Jim, a wine connoisseur and collector himself, solved the viewing and selecting problem when designing his cellar. The traditional racking system did not allow him to see what the actual wine was in the slot without removing it. Jim recalls, "Also, I had a variety of bottles that wouldn't fit into the standard sized openings, and I sometimes tore labels trying to force them in, which devalued those bottles. So I decided that a better way to deal

with wine bottles was to have a drawer that you could pull out and see 5 or 6 bottles at once instead of having to pull them out one at a time. I thought I would just go out and purchase that type of a system and was very surprised to learn that there was nothing like that available on the market, so I designed my system." The result was not only functional but aesthetically pleasing, and the now patented design has transformed cellars globally.

Revel Custom Cellars in conjunction with advances in glass technology and lighting has made wine collections very happy. Wine collections are now being stored like works of art in dramatic illuminated displays where the collectors, their friends, and business associates can all appreciate. And as an added plus, there is no doubt that the cellar adds value to your home. 