

Wine Spectator

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THE MODERN CELLAR

NEW DIRECTIONS AND STRATEGIES

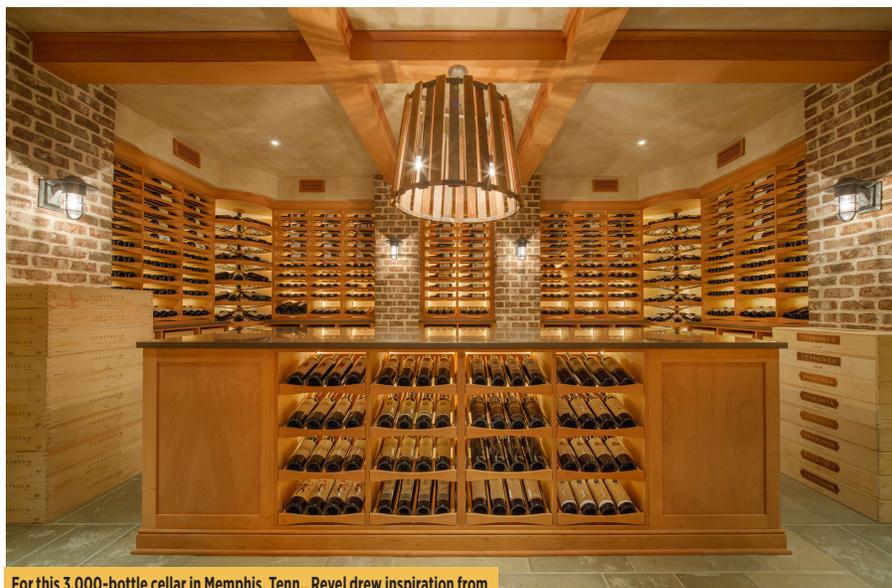


SEPT. 30, 2020

**WASHINGTON'S
BEST CABERNETS**
**2017 WHITE BURGUNDY:
ABUNDANT QUALITY**
RUM'S NEW WAVE

DESIGN & FUNCTION

The modern cellar, sought by a new generation of collectors, is oftentimes as much a social and artistic showpiece as it is a controlled environment for preserving wine.



For this 3,000-bottle cellar in Memphis, Tenn., Revel drew inspiration from historic French country estates, updated with cutting-edge amenities.

Why did you choose to work with Revel?

I researched and researched, and really high-end collectors kept talking about Jim [Cash] and his company. So I reached out and we just hit it off. I'm not real tall, 5-foot-6, so I liked his idea of putting the labels above my head facing down—that way I can find any bottle I want. I like to store lots of 375-milliliter bottles because, if I want a glass, I just want to

open a small bottle. But I collect large-formats as well, so I needed something that I could put magnums in too. At first it was a lot of back and forth, with him trying to understand what my goals were. Then, through the process, I just trusted him with the design. I said, "Look, you understand what we're trying to do and what I'm trying to create for myself. I'm going to let you run with it."

**What's the story behind your wine company, Conclusion Wines in Napa?**

I had a tech company, and I exited that in 2014. I had a really strict noncompete, and I thought, you know, wine is about as analog as it gets. So I started by buying some Sauvignon Blanc grapes from Morgan Lee vineyards in Yountville, and that progressed to buying Cab grapes from Stagecoach. What's unique about our winery is that we donate 100% of the revenue to Oklahoma nonprofits. I didn't want my friends to feel like they had to buy my wine to pay for my dinner. But at the same time, my wife, Lisa, and I wanted to build something that would give back, forever.

**PIYUSH PATEL****DESIGNER**
REVEL**LOCATION**
OKLAHOMA CITY**NUMBER OF BOTTLES**
2,000**FOCUS OF COLLECTION**
FRANCE, CALIFORNIA**HIGHLIGHTS**
CHÂTEAU LYNCH BAGES 1999 (15L), CHÂTEAU LATOUR 2005 (3L), HAUT-BRION 2011 (1.5L), MOUTON-ROTHSCHILD 1989, CHÂTEAU MARGAUX 1986**What is a wine region that especially interests you right now?**

I had a chance to visit China a year and a half ago, and I tasted some really incredible Chinese wines. And I feel like now would be the time to grab them and collect them, because you're at the infant stage of a market that's going to be very big in the future. Some of their winemakers are among the best in the world; they've been enticed to go there and create these crazy, work-of-art wines that are in their infancy. You'll see a before photo of a vineyard where it's a desert, and an after photo from three years later where it's been terraformed into a little Napa. It's mind-boggling.

Revel

▶ BEST OF BOTH WORLDS

Balancing a Michigan-based client's desire for a contemporary-feeling cellar that incorporated a lot of wood elements, Jim Cash used walnut plank walls to wrap the floor-to-ceiling glass and mahogany shelving to hold the collection's roughly 1,160 bottles.

▼ BANG FOR THE BUCK

Located in Nashville, this cellar aims to maximize capacity while retaining a striking aesthetic. Pull-out drawers allow for easy access to bottles in multiple sizes, while Revel's patented revolving towers sit against the glass entry wall.



Revel's Jim Cash

REVEL®

CUSTOM WINE CELLARS