

DISCOVER 3 WAYS YOU CAN PROFIT SAFELY & SECURELY FROM WINE INVESTMENT

In 2020 we showed our clients an **average return of 12.4%** on fully-managed portfolios. Discover how you can profit safely from this lucrative market.

Please note that this is NOT intended to be used as financial advice.

Past performance is not a definite indicator of future returns.

1

CONSIDER YOUR FINANCIAL GOALS

Define your goals before making an investment, whether that be saving for your retirement, helping your kids/grandkids out when they go to university, or a deposit for your dream house. Shorter-term investments (1-2 years) usually generate lower returns, so it is a good idea to consider a mixture of shorter and medium or longer-term holds. Some wines will be more suitable for shorter-term holds, whereas others will show much greater appreciation over a 5 or 10-year period. You may want to trial a shorter-term investment for a year or two before committing to a larger investment which you plan to leave untouched for a longer period.

2

BE OPEN TO NEW OPPORTUNITIES

Not every bottle of wine is an investment opportunity. The most famous investment-grade wines like Domaine de la Romanee-Conti or Sassicaia can cost thousands of pounds. These "blue-chip" wines can show growth of 150-200% over a five-year period. But there are also excellent opportunities with undiscovered or emerging wineries, particularly in New World countries like the USA, Chile, Argentina, and Australia. **Look for lesser-known wineries that have a growing reputation** and increasing demand - these will be the future superstars of the wine world.

3

KEEP YOUR EXIT OPTIONS OPEN

Here at OenoFuture, we offer our clients several exit strategies to ensure you enjoy a healthy profit when it's time to sell your wines. One unique option we offer is to **sell your wines direct** to our network of Michelin-starred restaurants and top hotels and bars. We also offer the option to sell your wines direct to consumers through our OenoHouse wine shop and bar in the Royal Exchange in the heart of the City of London.

4

BONUS TIP: DO YOUR HOMEWORK

Before investing any of your hard-earned cash, make sure you know what you are doing and who you are investing with. Wine investment is an unregulated market, so it's vital you work with a broker or company that has an excellent track record and reputation. Ask to speak to existing clients, look at the company's ratings online, and find out where they buy their wines from and where they are stored before you decide to proceed. Trustworthy companies will be happy to answer all your questions and guide you on which wines to buy to meet your personal financial goals.

One final word - if it's too good to be true, it usually is! **Typical annual returns from wine investment are 10-15%**, so be cautious of anyone promising fantastical returns without any hard evidence or proof.