

Atlas[®]
FINE WINES

OUR SERVICES

RESERVES MANAGEMENT | BROKING | SOURCING | OFFERS | EVENTS | CONSULTANCY



The Team



Simon Larkin MW
Managing Director



Mark Edwards
Board Chairman



Aidan Treacy
Finance Director



Richard O'Mahony
Commercial Director



Gareth Davies
Trading Director



Steve Weids
Head of Sales



Weibo Jiang
Sales



Hector Howes
Trading



Laura Hollingsworth
Buying/Sales Support



Sebastian Agnello
Buying/Sales Support



Hannah Van Susteren
Marketing



Gabriel Walmsley
Stock/Data Manager



Nick Pitcher
Systems/IT Manager



Aleksandra Khalil
Accounts



Valentina Stara
Accounts



Our Approach and Points of Difference

Atlas Fine Wines Ltd. serves private clients seeking qualified advice on buying fine wine.

With London and Swiss offices and an extensive network of trade contacts worldwide, our experienced team's wine knowledge and in-depth understanding of market trends enable us to provide well-selected fine wine offers, efficient broking and class-leading reserves management.

It is our approach that sets us apart. We bring expertise, insight and tailored opportunities to our clients, priding ourselves on the quality of our advice, our responsiveness and our transparency. These principles are reflected in all aspects of our business.

We engage
and establish
your aims.



We advise
and offer wines
that are relevant.



We manage
your collection
proactively.

Reserves Management

“We strive constantly to improve our service and aim to provide a level of security not matched by any of our competitors. We take custodianship very seriously and allow our clients complete control over their reserves yet with the added benefit of Atlas’ economies of scale.”

Simon Larkin MW,
Managing Director,
Atlas Fine Wines

Security is of paramount importance to our clients and we take the custodianship of stock very seriously. Atlas offers one of the leading wine storage solutions in the UK for clients based here and also for those living abroad.

Our In Bond Storage Providers

We store with London City Bond Vinothèque, a state-of-the-art fine wine storage facility in Burton-On-Trent, which offers optimal conditions and security. Atlas has in-house logistics experts on site to ensure each case is handled with the utmost care and professionalism. We have invested in our own, dedicated photography studio which facilitates a quick turnaround of condition checks and images of higher value cases. While our client reserves are held at LCB Vinothèque, Atlas also holds an account with Vine International. We do so because Vine is owned by Liv-ex, the London International Vintners’ Exchange, and trading wine on the Exchange can be the most efficient route to market. As with Vinothèque, Vine operates to the strictest standards.

Security and Tracking

Atlas’ clients can track their collection with ease. Each case is traceable by its Unique Identity code, which is printed on each case of wine, held in our systems, and visible in your online account on the Atlas website. Both Vinothèque and Vine International recognise the distinction between Atlas’ stock and each clients’ reserves. This crucial detail guarantees that any client can access their reserves without Atlas’ involvement should the need arise. This provides you with the same level of security as if you held a direct contract with the bonded facility. This security measure has been underwritten by an insolvency practitioner (Harrison’s) who confirm these safeguards are sufficient. Our client reserves are audited by an independent team at Vinothèque on a rolling monthly basis so that each case is physically checked at least once a year. In addition to this, Atlas’ auditors (Mazars LLP) sample-audit client reserves on an annual basis.



Cellarage and Insurance

Although cellarage and insurance charges are an ever-increasing cost to many clients storing with other wine merchants, Atlas has fixed its rates until July 2020. These have been set to benefit the growing number of clients who choose to consolidate their reserves with Atlas. We insure each case at full market value, a value which is updated monthly. We calculate cellarage and insurance on a monthly basis and charge quarterly in arrears. We can provide any prospective client with a quotation to consolidate their holdings with Atlas.

Delivery

Our UK deliveries are outsourced to LCB, who have decades of experience in handling fine wine, and managed by our London office logistics team. Atlas does not seek to make a profit from delivery charges and will simply re-charge at prevailing cost, subject to volume and geographical location. Gift deliveries can be arranged with ease and we can also advise on or arrange international shipments. You can request a delivery by accessing your online account or by contacting any member of the Atlas team.

Consolidating your Reserves

For clients who buy and sell through Atlas, we encourage that they consolidate their reserves into our care. Not only does this provide you with a thorough view of your holdings, but it provides you with the peace of mind that your wines will be stored properly and securely. Should you decide to consolidate, our logistics team will manage the transfer of reserves. We may advise that higher value wines be photographed on arrival and that the condition of the bottles be checked. Once each case is assigned a Unique Identifier code, it will show in your online account with detail including drink dates and market values.

Broking

Atlas has created an effective broking service to facilitate the sale of wines on behalf of clients. We want our clients to be confident that any sale of their wine is efficient and transparent. We are committed to acting in the clients' best interests and to returning the best possible net proceeds.

Due to variance of pricing across the wine industry for many wines, Atlas has created its own Atlas Guide Price (the AGP) to more realistically recognise the price at which a particular wine is actually changing hands in the marketplace. To arrive at the AGP, we draw on pricing from multiple sources and apply our own assessment of a particular region, wine, producer and vintage.

We have invested considerable time and effort so that broking stocks are marketed to our ever-growing database of international trade contacts. Our strong links across the wine industry are a testament to the quality of our offering and the accuracy of our pricing. We also utilise Liv-ex, the London International Vintners' Exchange and the most active trading platform globally, to increase the exposure of our stock. When you decide to sell, Atlas' charge is made clear at the outset, as are proceeds net to you upon successful sale. If the market for a specific wine falls, we suspend the sale and revisit the pricing with you. We will, on occasion, purchase wine outright from a client at an agreed price.

Pricing data for each individual case you hold with Atlas, and for your collection as a whole, is made available within your online account so that you can gain a view of the cash value.

“Atlas are differentiated by the ability to tailor to exactly what the client wants. They are refreshingly free from agenda.”

**Non-executive chairman
in FinTech**

Offers and Sourcing

In fine wine, experience is essential as insightful advice can only be informed by first-hand knowledge. We value our own judgement and rigorously evaluate wines that we offer, whether for drinking or investment. We cite our own knowledge and our own tasting experience, rather than relying solely on critics' commentary and point scores. For wines in which we see the potential for future resale, we set out an in-depth rationale drawing upon independent sources to show the wine's position in the market. We publish market updates in order to bring timely commentary on the financial aspects of wine and travel to key wine regions to assess new vintages.

We taste widely to back our recommendations and our advice to clients. Atlas enjoys strong relationships with leading producers from across the world and also purchases from reputable trade suppliers in Europe and the UK whom we have vetted rigorously. This gives us wide access to product on very favourable terms.

We offer wines to our clients based on the interests they have outlined or discussed with us – be this for current-drinking, cellaring or future resale. When we believe a wine may have a broader appeal, we will circulate this to all clients. Such circulars are a small part of what we do, as our aim is to work with each client individually.

“Value for me is that Atlas understands what I am interested in and stay on top of my portfolio.”

CEO of a global visual effects company



Events

Atlas holds events designed to highlight specific producers, regions and vintages. Whether we are hosting a producer-led dinner for 10, a corporate tasting for 20, or a large walk-around event for 200, we look to provide an inclusive opportunity for guests to compare and contrast different wines. At each of our events, we hope to impart our knowledge and insight as well as create an atmosphere in which guests will feel at ease, involved and engaged.

Producer-Led Tastings and Dinners

Our tutored tastings and fine wine dinners are co-hosted with a château, domaine or estate and held at a select few restaurants across London for 10-20 clients. These evenings provide a comprehensive introduction to a property, beginning with a tutored tasting of younger wines, followed by dinner showcasing more mature wines. In recent years, Atlas has co-hosted such events with Bordeaux Châteaux Angelus, Palmer, Figeac and Haut-Bailly, Domaine Ponsot of Morey-St. Denis in Burgundy, as well as with the Barolo estates of Vietti and of Elio Grasso.

Corporate and Private Events

We work with clients who wish to conduct tastings or wine-focused dinners for their own clients, colleagues, friends or as a corporate event through their company. We work with the client to tailor the wine selection to their interests and budgets, as well as assist with all aspects of the event.

Themed Tastings

We host themed tastings for between one hundred and two hundred guests. In such instances, we focus on a particular wine region with representatives of châteaux, domaines or estates on hand to talk about their wines on a one-to-one basis in an informal setting. Recent events have included Bordeaux 2010/2011/2012, Burgundy, Champagne, Tuscany, amongst others.

Vertical Tastings and Fine Wine Dinners

In a similar format to our Producer-Led Tastings and Dinners, we host events driven by our own wine interests and those of our clients. Such events have included a comparative tasting of three great Barolo estates (Sandrone, Vietti and Bartolo Mascarello), a comparison of the First Growths and St Emilion equivalents in the 1998 vintage and a vertical of Château Montrose dating back to the 1919 vintage.

Consultancy

In addition to our core activities, Atlas also provides a consultancy service to parties requiring advice and valuations on a collection which has been built up with other providers in the market. It is a service that benefits private individuals, family offices and corporate entities.

In such circumstances, one of Atlas' senior advisors will assess the portfolio after establishing the aims and priorities. Following the assessment, a written report is issued to the client, providing a comprehensive overview of the portfolio, highlighting any key areas on which to take action and the next steps. The report includes a full valuation at Atlas Guide Price (AGP) as well as an up-to-date schedule of recommended drink dates.

Our Consultancy Service meets a wide range of client requirements. It is for those wishing to carry out independent due diligence on a current provider, those who have collected widely without clear objectives, or even those who have inherited a wine collection and need advice on how to take this forward.

Given the breadth of requirements, this is a highly personalised service backed by expert advice and AGP valuations. If you are interested in this service and would like to arrange a call or meeting with one of our advisors, please contact us.



Client Endorsements

*“Other merchants sell to me,
Atlas advises me.”*

CEO of a multi-
national media
company

*“Simon’s confidence and individuality of
opinion are of paramount importance.”*

Senior Fund
Manager

*“Atlas’ insight is both analytical
and tailored.”*

Partner a global
law firm

Partner at a
global law firm

“When it comes to my portfolio, I absolutely trust Richard to do the right thing.”

Former partner of a
global audit firm

“I value Atlas’ unbiased, expert advice.”

CEO of a national
building contractor

“This is a knowledgeable team; both their commentary and advice are thoughtful and considered.”

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