

What does 2012 hold for the Fine Wine Market?



Recovery

The investment team at Premier Cru have seen a number of different market conditions over the years and as your advisers we are the ones with the unenviable task of trying to predict how the market is going to behave. As with any prediction it is impossible to get it right every time but history has shown us that our predictions are 'on the

money' the majority of the time - excuse the pun I couldn't help myself.

The pattern is very similar to the fall in 2008, the market hit bottom in December '08/January '09 and then made a fantastic recovery. **We believe that we are going to see recovery this year and profits abound for those who are in the position to take advantage of the remaining 'well priced' investment grade wines on offer.**

Unfortunately the 2008 vintage has been the one that has fallen the furthest. Like the 2005 vintage, in the 2008 market fall, this is mainly due to their fantastic success. The prices rose so much from their release combined with their age – still infants in wine terms – and their delivery last year, meant that those looking to raise cash had a valuable commodity to sell. It is not uncommon for the price of a newly delivered vintage to soften but the timing of this came just as the market started to react to the continued stress in the Eurozone and panic sellers entered the fray for a few short months as they did in 2008.

Traditionally the market has always recovered and continued to climb above its previous high. We believe that 2012 is going to be a fantastic year for the fine wine market.

Relocation & Appointment of Chairman

We have moved - I am delighted to announce we have new premises due to expansion. Our telephone numbers and emails address have not changed. The office is now located at: **3 Theobald Court, Theobald Street, Borehamwood, Hertfordshire, WD6 4RN.**

We are also delighted to announce the appointment of Sir Eric Peacock as Non-Executive Chairman.

Premier Cru in the media

I was once again on CNBC just before Christmas to give our view on the Fine Wine Market, if you would like to see the interview please follow this link.

<http://video.cnbc.com/gallery/?video=300062815>