

Premier Cru

FINE WINE INVESTMENTS LIMITED

NEWSLETTER

Wow – What a month!



For those of you who acted on our last ‘call to arms’ and purchased the 2008 parcel offered in last month’s bumper newsletter we are proud to announce that once again we have scored a bull’s-eye with our offers and advice. All the wines in the parcel have been well received in the trade, have established healthy secondary trading markets and have increased in price in the open market. We made you aware of the higher price we paid for the chateau Lafite-Rothschild, and assured you that we believed that it still represented a great investment opportunity and once Parkers scores were released Lafite was confirmed as one of the great wines of the vintage, this partnered with his score of 98-100points (out of 100) has increased the price by over £1,000 per case. The wine is continuing to increase in price and *if*, when the wine is re-tasted once it goes into bottle it has continued to improve and scores a final grade of 100 points the profit available in such a purchase is huge. Recent 100 point Lafite’s such as the 2000 and 2003 vintages are trading between £8000 and £11,000 per case even at today’s prices, and if it scores 98 points we still believe it will be in excess of £4,500 in just a few years, so there is still plenty of profit to be had. We have also secured allocations of some terrific and well priced Chateaux at under £650 per case so the investment opportunities are available for all.

April’s exclusive offer:

Ausone 2008 - 98-100 points. This is a very limited investment offer for those of you who are looking for something a bit more exciting, something to get the heart racing and the adrenalin flowing. This is a special and very rare wine, with production low at an approximate 1,500 cases for the vintage it will be a very rare case of wine to own. The great vintages can command well over £10,000 per case and we are offering just a few 6 bottle cases. This wine is notoriously difficult to buy, even at this early stage and *if* it achieves the accolade of 100 points from Robert Parker we expect the price to increase significantly. This is a higher risk investment, this particular Chateau can rise and fall but the gains available make the risks all the more exciting. We have achieved tremendous results with Ausone in the past but it is a wine to be purchased *only* in the very best vintages.

Please email for more information offers@premiercru.com

It has been a busy month in the wine trade for both merchant and investor. The En Primeur 2008 campaign has been an overwhelming success for Premier Cru clientele as we chose carefully and have been offered some great stocks from both the UK and Bordeaux some of which we have taken full advantage of. As you are aware the expectation was nonchalant at first, and then became more interesting as the tastings took place with the trade waiting for the release prices and their allocations which would be given based on a small vintage with many chateaux producing around 30% less wine than last year. Robert Parker (one of the world most significant wine critics) was probably the biggest surprise of the vintage with his very generous and somewhat controversial points and enthusiastic tasting notes, comparing some wines to the 2005 and giving others the highest scores they have received in decades. All of our purchases have been based (as always) on the wider opinion of a selection of critics and experts, and taking the Parker scores into account with a little scepticism and a lot of caution. All the wines will be re-tasted and re-graded in the next couple of years, and we have allowed for an adjustment in scores when deciding if a wine represents good value for money.

As an end is drawn to the En Primeur Campaign trade in the 2000, 2003 and 2005 vintages have picked up again and we foresee continued increase in activity. Our management team are taking full advantage of the market conditions as the opportunity for existing to trade to secure higher quality wines that were unobtainable at the outset is available for the first time in recent years. The last 6 months have offered some of the greatest investment opportunities for both existing and new investors alike, and we are confident that now is the right time to be trading-up for our clients. We are expecting the upturn in the market to continue at a steady pace without the rollercoaster ride investors have experienced in the equity markets.

The wine market will gain momentum as its own recovery continues well into the second quarter. There is little stock available as many of those who are easily spooked sold out by the end of last year. Those who were savvy enough to buy the distressed stocks are now looking for a return on their money and as prices rise the wines will come back into the market. Those investors who have been waiting for the bottom will start to see the prices increasing and make their decision to act before they miss their opportunity. The market will then continue to gain momentum as stock holders continue to re-build their positions and investors start to re-enter the market.



Our new website is now live and we are very pleased with our young new web designer – well done Darren.

Lara Jacobson has been promoted to Director of Broking. Lara has been with Premier Cru FWI for five years this month and her effort, acumen and loyalty has been rewarded with a promotion and place on the Board.

We have spent some time training representatives overseas and now have full time representation in Asia. Premier Cru have been invited to speak at seminars in Tokyo, Singapore, Shanghai, Hong Kong, Philippines and Kuala Lumpur this month alone and continue on our

quest to make Premier Cru's name synonymous with wine investment.

Chinese Concept Cellars

This has proved to be one of our most successful investment campaigns with new and existing investors all over the globe taking it up, especially in Asia. The response by the Chinese to this offer is just another confirmation that this is a great strategy for those who want something a bit different from the standard low risk wine investment, offering the opportunity of short term (2 -3 years) profits taking advantage of the emerging markets. The significant factor of the Chinese buyer is that the consumption rate of young wine is extremely high and therefore depleting stocks at a pace that is much faster than usual. This offer is still available.