

Market update November 2011



Due to the continuing unrest in the Eurozone, the resignation of both the Greek and Italian Premiers and the roller coaster ride in the financial markets the wine market like every other has been affected. Prices fell sharply in September resulting in the largest decrease in prices since November 2008; however the rate of decline started to slow in October and again in November. We have seen an overall decrease of approximately 20-25%, again not dissimilar levels to those seen three years ago.

We have different problems to those being faced following the Lehman collapse but once again people will look for alternative homes for their money, something tangible that they own and have full control over. Most importantly once the wine is made and stored in the correct conditions we no longer rely on people to make the product better/work/sell. It does it all by itself, no political agendas involved.

For our clients who have been with us for a few years you will know that the market has an amazing ability to recover quickly and go above its previous high. The wine market is the best place to be with a medium to long term view for investment.

The market has some amazing opportunities and we at Premier Cru are well placed to take advantage of those who are in need of a quick sale and offer their wines below market price.

There is a whole range of wines across the vintages that have held firm during the market fall and continue to remain good value and in our opinion good buys. These fall mainly in the 2nd- 5th growth wines and start at around £1,200 per case.

We also have a few exclusive offers of amazing first growths, but in very low quantities. If you are looking at a low risk 5yr + horizon we would highly recommend speaking with one of the team about the 2000 and 2005 vintage wines.

If you are in the position to take advantage of our well placed and aggressive buyers there is a number of opportunities to suit most investment levels and we would recommend this as a good time with the festive season almost upon us followed by Chinese New Year at the end of January.

TO DISCUSS THE GROWING NUMBER OF INVESTMENT OPPORTUNITIES IN THE MARKET PLEASE CALL +44 (0) 208 905 4495 or email enquiry@premiercru.com

All figures quoted are correct at time of going to press. Prices of wine can go down as well as up.