CULT & BOUTIQUE

FINE WINE SPECIALISTS

2026

WINE INVESTMENT GUIDE

THE WORLD OF FINE WINE INVESTMENT

Discover a unique opportunity to invest in the timeless allure of fine wine, where passion and profit converge.

Cult & Boutique is a vibrant ecosystem wherein 15+ years of experience come together and seamlessly integrate all areas of this attractive asset class. Every element of our business interacts to grant you maximum benefit, from heightened liquidity via direct e-commerce and trade, greater insights on global conditions through our events, send-outs, and podcast, or even lifestyle enhancement with client dinners and travel opportunities.

We look forward to working with you,

ENZO GIANNOTTA
DIRECTOR

AN ESTABLISHED ASSET CLASS

LIV-EX WINE 1000

FTSE 100

S&P 500

2000
LAUNCH OF LIV-EX

2010
LAUNCH OF CULT & BOUTIQUE

JAN 2014
LIV-EX LAUNCHES THE FINE WINE 1000

FEB 2008
HONG KONG REMOVES DUTY ON ALCOHOL

SEP 2008
LEHMAN BROTHERS COLLAPSE

MAY 2013
LAUNCH OF VINOUS

APR 2014
CULT & BOUTIQUE JOINS THE CHAMBER OF COMMERCE

OCT 2017
CULT & BOUTIQUE WINE SALE FEATURED IN BLOOMBERG

NOV 2018
CULT & BOUTIQUE'S FIRST US AUCTION

MAY 2019
ROBERT PARKER RETIRES

2020
BOURDEAUX LOSES CONTROLLING MARKET SHARE

2021
LIV-EX BRANDS 2021 THE MOST SUCCESSFUL YEAR EVER FOR FINE WINE

FEB 2022
LAUNCH OF CULT & BOUTIQUE UNCORKED

MAY 2022
LISA PERROTTI-BROWN LAUNCHES THE WINE INDEPENDENT

JUN 2023
LAUNCH OF CULT & BOUTIQUE WRAPPED

MAR 2026
MOST EXPENSIVE WINE EVER SOLD AT AUCTION

APR 2026
6 MONTHS OF CONSECUTIVE LIV-EX GROWTH

2004 2005 2006 2007 2008 2009 2010 2011 2012 2013 2014 2015 2016 2017 2018 2019 2020 2021 2022 2023 2024 2025 2026

THE CHARACTERISTICS OF FINE WINE

Fine wine valuation is influenced by a range of factors which contribute to its market worth. Understanding these factors is crucial for investors seeking to navigate the world of wine investment.

CAPITAL GAINS TAX FREE

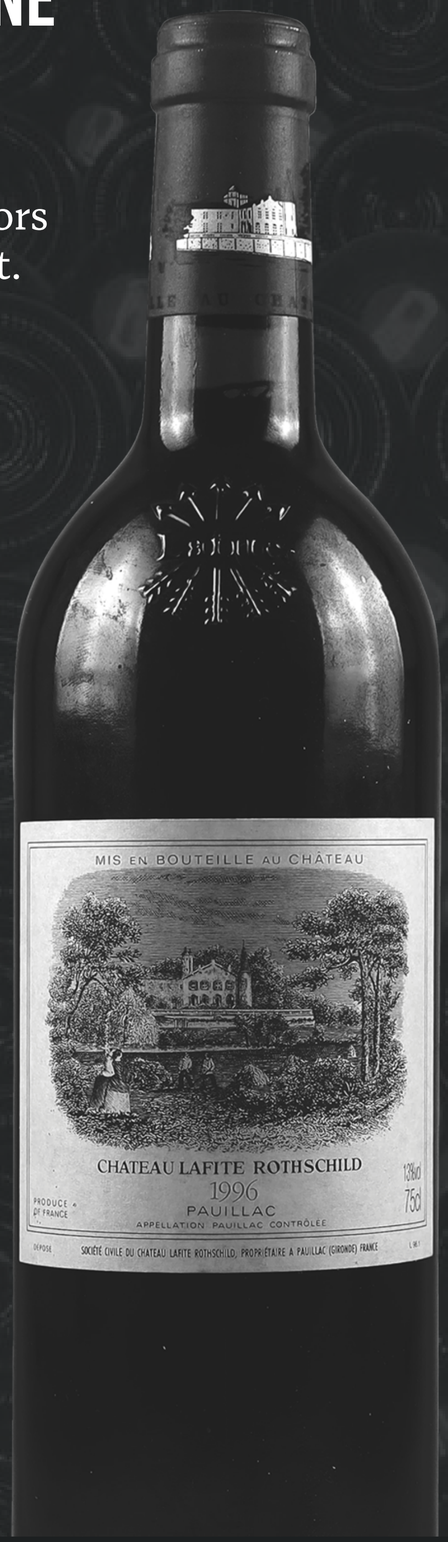
Wine's classification as a 'Wasting Chattel' by HMRC renders it non-liable to any Capital Gains Tax, making it a truly competitive diversification tool.

UNIQUE SUPPLY-DEMAND FUNCTIONS

Wine increases its quality and depletes its suplly over time, creating a uniquely impactful supply-demand mechanism which reliably drives prices upwards.

VINTAGE VARIATION

Each year's climate and conditions produce truly unique, and unreplicable wines.



QUALITY & REPUTATION

Certain wineries and producers have developed century-long reputations for producing outstanding wines, generating a degree of acclaim and desirability which enhances the value of the asset.

HIGHLY LIQUID ASSET

Strong, enduring, and reliable consumer markets increase the ability to sell your wines, to a variety of channels, in shorter time-frames than alternative luxury assets.

SOLID DIVERSIFICATION TOOL

Long-standing resilience to economic downturn, and competitive performance against alternatives makes fine wine a real and intelligent method for diversification.

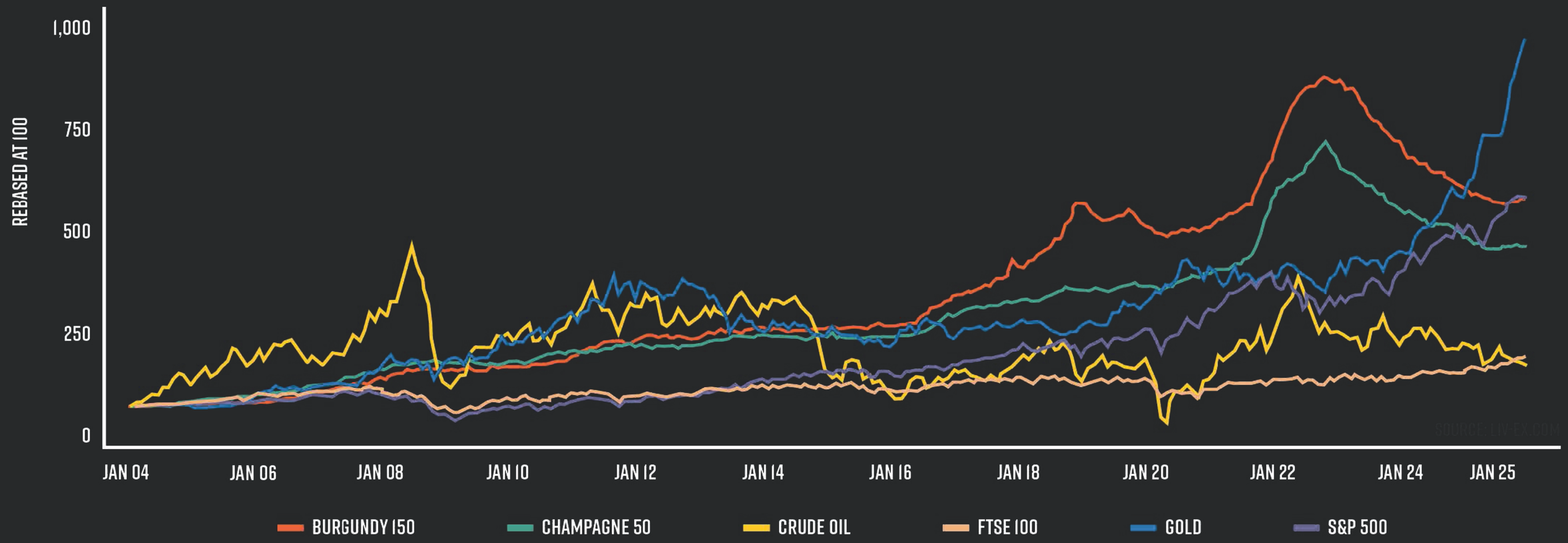
MARKET OF PASSION

Regardless of an investor's personal preference, engaging in the fine wine market provides a distinctly human and enjoyable relationship with your investment.

FINE WINE VS. TRADITIONAL MARKETS

Fine wine has proven itself time and time again to be not only a competitive choice for diversification, but a strong investment on its own terms, characterised by unique supply and demand characteristics.

Top regions like Burgundy and Champagne have not only outperformed traditional assets, but are now turning the corner into a phase of growth after the correction period of the last 3 years.



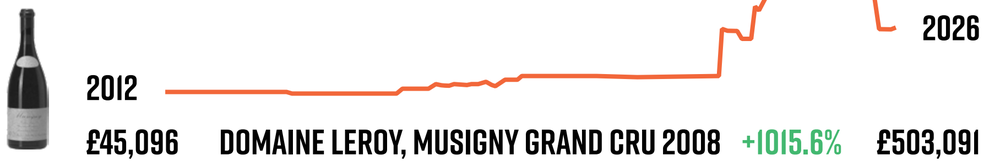
THE FINE WINE MARKET

The wine investment market is attracting more buyers and sellers than ever before. With a proven track record of performance during times of economic stress, it's easy to see why wine has become one of the best-performing alternative investments available.

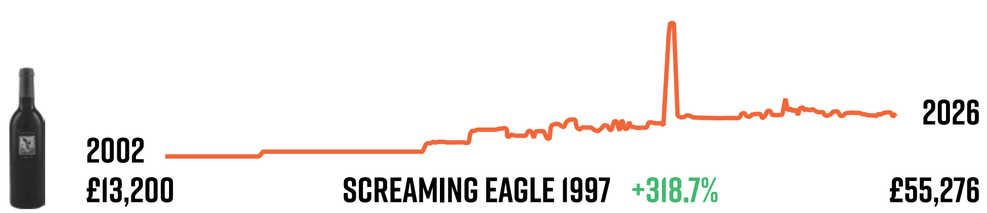
Successful products are those which possess suitable ageing periods, limited demand balanced with supply, branding, reputation, and reputation paired with an increasing rate of consumption, driving up price.

A buoyant European following, a resurgent US market, and the addition of rapid growth in collection and consumption within Asia means the market is in a state of stable evolution.













NAVIGATING RISKS

TRUSTED PARTNERS

As with any industry and investment, trust and transparency form an integral part of the process. Our decade-and-a-half of operating has been defined by demonstratable third-party data, open- door office invitations, the ability to view your physical wine collection at any time, and 24-7 access to your client portfolio portal, detailing the real-time performance of your wines.

AUTHENTICITY

Luxury items are prone to counterfeit, and fine wine is no exception. Trusted partners, diligent paper-work, and traceability all form a wide-ranging nexus of reliability which ensures your wines are safe, authentic, and maintaining quality.



PROVENANCE

Any and all wines are traceable from the original winery, into the bonded warehouse, and into any buyer's hand, ensuring it's the same bottle. We call this traceable journey provenance.

STORAGE

All our wines are stored with LCB, (London City Bond), the UK's most trusted government bonded warehouse, and the chosen storage location of the Royal Family's own private wine collection.

INSURANCE

A common fear is damage, but when being stored properly this is incredibly unlikely. Should anything happen to any of your wines, you are fully insured up to the current market value.

WHY CULT & BOUTIQUE

TRACK RECORD

We're fine wine lovers and investment experts with over 15 years of trading history under the Cult & Boutique brand.

PORTFOLIO MANAGEMENT

Active fund and portfolio management with an easy-to-use online portal for checking on your investments.

STORAGE & SECURITY

Professional storage with full climate control and 24/7 security in government bonded warehouses.

INSURANCE & PROTECTIONS

Fully insured with a comprehensive policy which covers your wines against loss or breakage whilst in storage or transit, at full replacement value.

EXIT STRATEGIES

We provide great access to secondary markets, with our a large variety of investment channels, from our own e-commerce shop, trusted 3rd parties like Liv-ex, and international auction houses.

CLIENTS & CONTINENTS

With clients across 30 countries and 5 continents, we offer a tight, dedicated, passionate, and ultimately rewarding service to our client base.

OVER A DECADE IN THE INDUSTRY

Founded in 2010, and with over 15 years of wine management experience, Cult & Boutique benefits from the combination of tried-and-tested investment strategies with ongoing research and innovation. Throughout the years, we have continued to improve and adapt our process to best suit our client's evolving needs. With this, we have created a bilateral approach to investment: giving clients access to their own personalised portfolio, whilst also providing our clients with the advice and guidance they require to realise their investment potential.

START INVESTING WITH CB WINE

HOW DO I GET STARTED?



1. CONSULTATION

On registering your interest to invest, one of our portfolio managers will be in touch with you to further discuss your goals, needs, and budget. From there, a bespoke investment plan can be created allowing you to reach your investment potential with us.

I MADE MY FIRST INVESTMENT, NOW WHAT?



2. STORAGE & INSURANCE

Every wine purchased through Cult & Boutique will be securely stored in London City Bond's 'Eton Park' storage facility, located in Burton-upon-Trent. This facility boasts optimal conditions for wine storage and round-the-clock security surveillance.

HOW IS MY INVESTMENT MANAGED?



3. PORTFOLIO MANAGEMENT

Our portfolio managers take a proactive approach to managing all client portfolios, tailoring their investment strategies based on each client's individual wants and needs. Clients also have access to their portfolio online.

CAN I CHECK ON MY INVESTMENTS?



4. TRANSPARENCY

By maintaining regular contact, our portfolio managers are able to communicate all relevant market updates and investment knowledge to our clients, allowing for a comprehensive understanding of all investment activities.

Beyond these updates, our portfolio managers are always available to discuss a client's portfolio with them, either on the phone or in person at our Chiswick residence.

WHAT IF I WANT TO SELL?



5. EXIT OR REINVEST

With a variety of exit strategies available, we male it easy for clients to both downsize their portfolio and reinvest. Our portfolio managers are always available to provide comprehensive advice about these decisions.

HAVE YOU GOT ANY QUESTIONS?

SPEAK TO ONE OF OUR ADVISORS

020 8948 9430

FREQUENTLY ASKED QUESTIONS

DO I NEED TO KNOW ABOUT FINE WINE TO GET INVOLVED?

Wine knowledge is not a necessity; as a client, you will have direct access to our combined expertise and experience, spanning well over a decade. This includes not only portfolio management, but also identifying and inquiring the best stock to suit your specific investment needs. We strive to keep our clients in touch with movements in the market, offering the latest buying and selling opportunities, as well as providing up-to-date market insights via our podcast, website, blog and newsletter. If you have an interest in wine and specific plans for your portfolio, or if you wish to learn more about the market, we can arrange a call to help you achieve all your investment goals.

HOW MUCH DO I NEED TO START INVESTING?

At Cult & Boutique, we manage portfolios ranging from £5,000 to over £1 million. There is no minimum investment level, allowing for clients to invest with an amount they are comfortable with. However, if finances allow, we feel that a figure of £10,000 -£20,000 and above will grant the best access to a selection of higher-tier products, and enable us to build the foundations of a very diverse fine wine portfolio. We would be happy to discuss figures with you in further detail to ensure we create the best foundation for you in the fine wine market.

HOW SHOULD I BUILD A PORTFOLIO?

In some respects, a wine portfolio is similar to your wider investment portfolio, a diversified approach will help to reduce volatility and therefore work towards more consistent and reliable growth. Depending on your attitude to risk and end goals, we can recommend a mixture of Old World (European) classics and New World wines. Wines from the Bordeaux region of France still represent the largest sector in wine investment and are a good area of focus for beginners due to the reputation and availability of information for the main wine-producing Chateaux. Once you begin to develop an understanding of how Cult & Boutique Wine Management and the market work, we can introduce other elements to your portfolio. Whatever the origin of the wine, rest assured that we only work with wines we would recommend investing in, and that are scored, or expected to score, between 90-100 points by Robert Parker's Wine Advocate publication or other respected fine wine critics.

HOW CAN I TRACK THE PROGRESS OF MY WINE PORTFOLIO?

Our online Client Login area allows you to view and track the performance of your portfolio at any time, anywhere that you have internet access. The portal features downloadable/printable documents and access to our Client Newsletters, and has quickly become one of our most widely used resources. If you wish to get in touch with your Portfolio Manager to further discuss your investment progress, you can call us on 020 8948 9430, email us at info@cbwine.com, or alternatively make use of our open-door policy and visit our Chiswick residence.

DO I OWN MY WINE?

This may feel like a silly question to ask but there are some important facts that need to be established so that you fully understand what you are purchasing. You are buying physical bottles of wine as a commodity and will hold the full certificate of title for your wines. They are stored under your name with unique rotation numbers that identify your individual cases, providing you with peace of mind, knowing your investment is ring-fenced.

WHERE AND HOW WILL MY WINE BE STORED?

All of our clients' wines are stored with London City Bond at their Eton Park storage location. Your wines will be stored in a named Customer Reserve Account under the management of Cult & Boutique Wine Management Limited and are fully insured. All wines are stored in a temperature and vibration-controlled environment specifically for the long-term storage and maturity of fine wines.

CAN I VIEW MY WINES?

If you would like to view your wines, we will gladly arrange a viewing with London City Bond's Eton Park Warehouse Manager. Your wines will be brought together in a safe viewing area in line with Health & Safety guidelines.

WHEN SHOULD I SELL MY WINE?

You can begin to sell your wine portfolio at any time although returns and timescales can vary depending on the maturity, scarcity, and nature of your sale, along with the quantity of wine you are seeking to dispose of. We would suggest that any wine purchased from Cult & Boutique Wine Management Limited is stored for a minimum of three years with active management before disposal.

DO I HAVE TO PAY CAPITAL GAINS TAX ON MY PROFITS?

Wine profits are generally free of CGT, as the Inland Revenue classes wine as a 'Wasting Asset' or 'Chattel'. There are some exceptions though, so if you require further clarification, we suggest you consult a regulated Tax Advisor.

WHAT ARE THE RISKS?

As with any other commodity, the value of fine wine can go up as well as down. Past performance shows us that the market has the potential to deliver truly staggering growth in comparison to other areas. With carefully chosen, strategic additions it is possible to reduce the risk across your portfolio and therefore mitigate any losses that could be experienced during periods of adverse trading conditions. It should be noted that using wine for the purposes of capital growth is not an area regulated by the Financial Conduct Authority and is therefore not covered by the Financial Services Compensation Scheme.

CONTACT US

If you have any questions or would like to talk about your wine investments, please get in touch directly or scan the QR code to visit our website:



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United Kingdom

020 8948 9430
Office Hours (Mon - Fri, 9:30am - 5:30pm)

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Disclosure: The acquisition and disposal of wine is not a regulated activity under the United Kingdom Financial Services legislation. Accordingly, no statutory protection is available for customers. Cult and Boutique (Wine Management) Limited give no warranty as o the future value of any of the products purchased from it. The resale value of all such products is entirely at the risk of the customer and whilst performance figures set out in this brochure are given in good faith, future performance may differ from past performance.

Cult and Boutique (Wine Management) Limited is registered in English and Wales number: 7178818. Registered Office: Devonshire House, 582 Honeypot Ln, Stanmore HA7 1JS