



CRU
WINE

INTRODUCTION TO FINE WINE INVESTMENT

2026

2019
HERMITAGE
APPELLATION HERMITAGE CONTRÔLÉE
La Chapelle
DOMAINE
PAUL JABOULET AÏMÉ
TAIN L'HERMITAGE - FRANCE
PROPRIÉTAIRE VITICULTRICE CAROLINE JABOULET

START YOUR JOURNEY WITH A PERSONAL INVESTMENT CALL

**Ready to explore what a
fine wine portfolio could
look like for you?**

Book a complimentary 15-minute
consultation with our team.



This no-obligation call gives you the opportunity
to ask questions, understand market options, and
see how we build portfolios tailored to your goals.



WHO THIS GUIDE IS FOR



**FIRST-TIME INVESTORS LOOKING
FOR DIVERSIFICATION**



**CONSIDERING LEAVING OTHER
WINE PROVIDERS**



**HNW INDIVIDUALS EXPLORING
ALTERNATIVE TANGIBLE ASSETS**



**COLLECTORS INTERESTED IN BUILDING
VALUE OVER TIME**



INTRODUCTION

An exciting market

There is no doubt that fine wine is an exciting and often rewarding passion for collectors. As the fine wine market has matured over the past 12 years, this has grown into a stable asset class, giving investors a golden opportunity to not only indulge in their passion but also reap financial rewards, diversify their portfolios and safeguard against inflation.

To bring it back to basics, a finite amount of wine is produced in any vintage. Over time, these wines are purchased, collected and consumed so the supply decreases. With increased focus from investors to diversify further into alternative investments, and the globalisation of the wine market, the dynamics for investment are attractive given this structural rise in demand.

A growing merchant

Our journey began in 2013 when I established Cru Wine with a vision to cultivate and enrich the fine wine buying, collecting and drinking experience through a straight-forward platform. Now comprising of a team of sommeliers, engineers, financial advisors and more, over the past 10 years, we've built a platform where we wish to pass on our vast knowledge to our clients, ensuring we use the best technology to make your fine wine collecting experience as seamless and transparent as possible.

An experienced team

Our mission is to deliver exceptional investment experience, focused on generating strong performance and establishing long-term client relationships. Our strengths not only lie in the sourcing of wines at the best price, but also in the analysis of the market, utilising their own expertise with crucial data analysis through in-house statistical modelling. Our services have been valued by private collectors and investors across more than 50 countries worldwide, where our team work closely with each client to create an individual portfolio which is personalised to their needs and investment goals. With over 30+ years of fine wine and equity investment experience our robust strategy has generated **8.4% annualised gross returns**. Cru Wine has the fundamental expertise and industry insight to meet individual investment needs. We look forward to being a partner in your investment journey.



Gregory Swartberg, CEO & Founder of Cru Wine

WHY CHOOSE CRU?

Cru Wine is committed to providing an exceptional investment journey and generating robust, sustainable returns making your portfolio an invaluable asset for you. We pride ourselves on building long-term relationships with our clients, formed through exceptional service, trust and our performance.



LET US DO THE HARD WORK

Our team of wine experts will leverage their extensive knowledge to carefully analyse the market and curate a selection of wines that perfectly align with your portfolio goals. By doing so, we aim to minimize the time, effort, and risk for our valued clients.



MARKET INSIGHTS AND ANALYSIS

Our in-house statistical modelling and price algorithm allows us to provide you with the daily market value of your portfolio and support our team in our market analysis.



LESS FEES

Unlike other wine investment services we do not charge performance or annual fees on your portfolio.



OUR NETWORK

Key relationships with producers, negociants and trusted suppliers provides access to both the primary and secondary markets, not just in Europe but across the United States and Asia.



TRUST

We source our wine directly from producers, negociants and trusted suppliers, in order to guarantee you authenticity and provenance of each bottle.



SECURITY

Secure and optimised storage facilities for your portfolio in our trusted and professional bonded warehouse with London City Bond.

As Seen In:



WealthBriefing

THE BUYER

BRUMMELL

MONEYWEEK

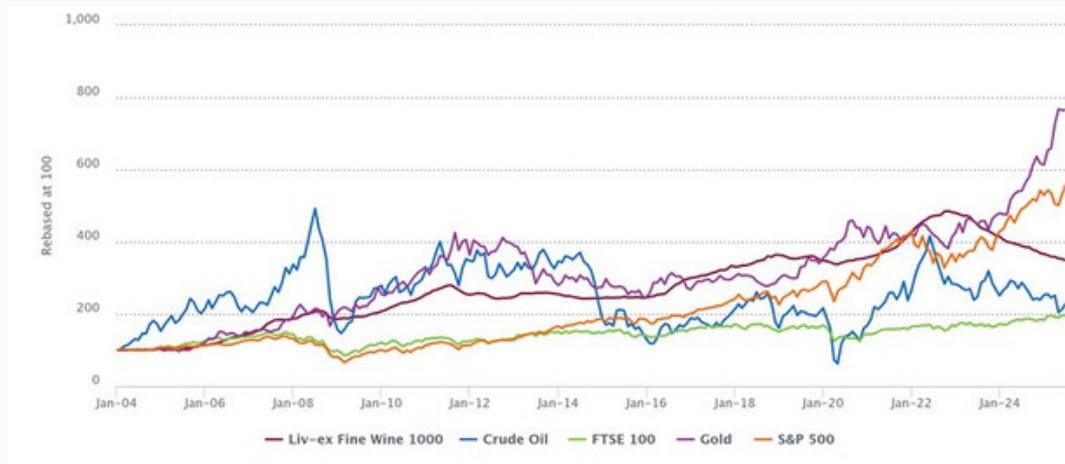
Recognised by leading global financial and lifestyle media.

MAKING THE CASE FOR WINE INVESTMENT

Fine wine has outperformed traditional assets with far less volatility, weathering both the 2008 Global Financial Crisis and the COVID-19 downturn in 2020. Since rebasing to 100 in January 2004, the Liv-Ex Fine Wine 1000 Index has risen 314.6% (CAGR \approx 7.4% p.a.; performance as of April 2025), demonstrating strong defensive qualities and low correlation to stocks and commodities.

Once dominated by Bordeaux, the fine-wine market now includes icons from Champagne, Burgundy, Italy and the New World. Growing collector demand, particularly in Asia and North America, combined with rigorous provenance checks, specialist storage and transparent auctions, has bolstered confidence. Yet the fundamentals remain unchanged: enduring global demand meeting a finite, closed supply.

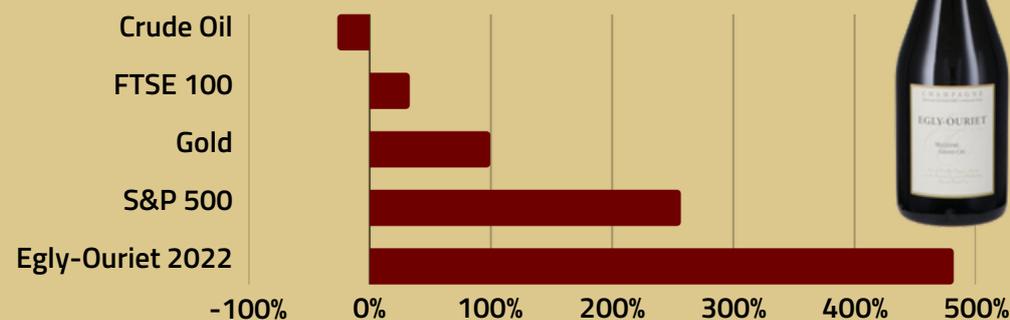
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Performance as of July 2025
 Rebased to 1-- in Jan 2004
 Liv-ex, the leading industry exchange, index of the 100 most traded wines on the secondary market

CASE STUDY: Egly-Ouriet Brut Millesime Grand Cru 2002

£770 on release in April 2013
 Current market value £4480 (April 2025)
 12 Year Return = 481.8%



Performance as of July 2025: Crude Oil & Gold from Investing.com; FTSE 100 from London Stock Exchange; S&P 500 from Yahoo Finance; Egly-Ouriet secondary-market prices from Liv-ex.

THE KEY BENEFITS

Fine wine remains a prized portfolio diversifier thanks to its low correlation with equities and bonds. In 2024, the Knight Frank Luxury Investment Index fell by 3.3%, with fine wine values down 9.1% over the year, the second-weakest performance among ten major luxury assets, hit by inventory overhangs and shifting consumption patterns.

Yet over the longer term, fine wine has delivered total returns of 8.3% across the past five years and 37.4% over the past decade, comfortably outpacing inflation and many mainstream investment classes.



SUPPLY & DEMAND

A finite supply of fine wine drives pricing on the secondary market and creates a compelling investment opportunity. Over time, these wines are purchased, collected and consumed so that when these wine reach their peak drinking window they are also at their scarcest. The long term supply of Fine wine continues to stand out as a valuable portfolio diversifier, thanks to its low correlation with traditional assets like equities and bonds. While 2024 saw a 9.1% dip in values due to short-term headwinds such as inventory overhangs and shifting consumption trends, fine wine has still delivered impressive long-term returns, up 8.3% over five years and 37.4% over the past decade, comfortably outperforming inflation and many mainstream asset classes.



LOW RISK & STABLE RETURNS

Low historical volatility helps de risk the overall investment portfolio and, with a stable return profile, improve risk adjusted returns.



ASSET BACKED INVESTMENT

Fine wine has an inherent, physical value, which can act as a safe haven for investors during periods of economic uncertainty, recessionary or inflationary. High quality wine becomes more valuable as it matures.



TAX EFFICIENCY

Whilst we cannot provide tax advice, it should be noted that wine investment is considered a wasting asset, generally qualifying for exemption from Capital Gains Tax in the UK, and similar benefits may exist in other regions.



DIVERSIFICATION OF ASSETS

Wine has an attractively low correlation with other assets which can provide downside protection in market downturns and diversification in sources of return. Fine wine has shown a 0.1 – 0.2 correlation to major indices over the last 20 years.

OUR INVESTMENT APPROACH

We utilize our vast knowledge of the fine wine market and, supported by our in-house modelling, select the right wines for your portfolio, with the best growth potential and relative value that match your criteria. Within this framework, six factors are assessed:



CRITIC SCORES

These tasting notes and points can largely influence the value of investment-grade wines and relative value analysis is often based on score and price.



VINTAGE QUALITY

Vintage will always have an impact on the price development, especially those recognised as excellent e.g. 1982, 2010, 2016. Equally, some vintages mature quicker than others.



VALUE/GROWTH OPPORTUNITY

A portfolio should include a combination of value and growth investments. Value covers investing in up and coming wine makers or regions, whereas growth investments tend to be well-known producers or wines which are undervalued relative to mature vintages.



BRAND

From established producers with a strong international reputation, to up and coming producers growing their market presence, brand is an important factor we look out for, especially driven by catalysts such as new scores or classifications.



LIQUIDITY

This covers a combination of supply/demand dynamics. The most liquid regions are Bordeaux and Champagne, where certain brands will have a larger following and therefore less risk with a larger pool of buyers to sell to.



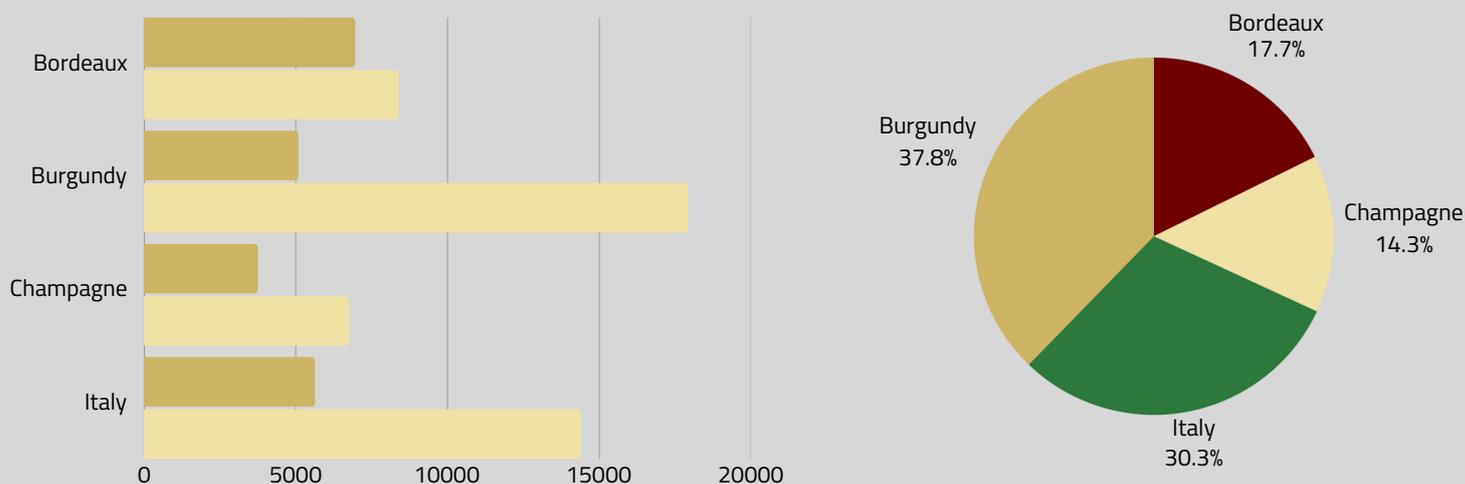
REGION

Collectors will target specific wines, therefore understanding the key regions and their market trends is essential to building your portfolio with the correct exposure of established and emerging regions.

PORTFOLIO PERFORMANCE

Historically Bordeaux has been the dominant region in fine wine, however as the market has matured and evolved regions such as Champagne, Burgundy, Piedmont and Tuscany have grown in popularity and become staples in all serious wine investors portfolios. At Cru Wine we actively track regional trading volumes on the Liv-Ex, their price volatility and returns to ensure we stay on top of market trends and leverage this data to tailor our portfolio weightings in order to meet our investors risk and return objectives.

The chart below shows how using regional trading data can aid in portfolio construction decisions and produce stable long-term returns while reducing portfolio risk through diversification. This shows the performance of a balanced portfolio purchased by a client in August 2013. Over almost 12 years, this portfolio has produced an annual IRR of 6.9% and a total return of 169%.



Wine	Region	Region Weighting	Bottles	Liv-ex Price Aug 2013 £1,900.	Liv-ex Price July 2025 £9,820	% Return
Domaine Francois Raveneau, Chablis Premier Cru, Montee de Tonnerre, 2010	Burgundy	37.76%	24			416.84%
Domaine Armand Rousseau, Chambertin Grand Cru, 2010	Champagne		3	£3,188	£8,100	154.08%
Dom Perignon 2002	Champagne	14.25%	12	£1,050	£1,755	67.14%
Krug Brut Vintage 1996	Italy		12	£2,700	£5,010	85.56%
Sassicaia, Tenuta San Guido, Bolgheri 2010	Italy	30.32%	12	£1,030	£2,270	120.39%
Tignanello, Toscana 2010	Italy		48	£1,980	£5,520	178.79%
Giacomo Conterno, Barolo, Monfortino Riserva, 2004	Italy		6	£2,625	£6,600	151.43%
Chateau Lafite Rothschild Premier Cru Classe, Pauillac 2012	Bordeaux	17.67%	6	£1,949	£1,990	2.10%
Chateau Lafleur, Pomerol 2012 Chateau Palmer 3eme	Bordeaux		6	£3,360	£4,400	30.95%
Cru Classe, Margaux 2012	Bordeaux		12	£1,650	£1,995	20.91%
TOTAL:				£21,432	£47,460	169%

YOUR INVESTMENT EXPERIENCE

BESPOKE SERVICE

You will be assigned your own Portfolio Manager, who will use their expertise to advise you on your personalised investment strategy. They will be on hand to provide portfolio updates and support for any enquiries you have.

OWNERSHIP

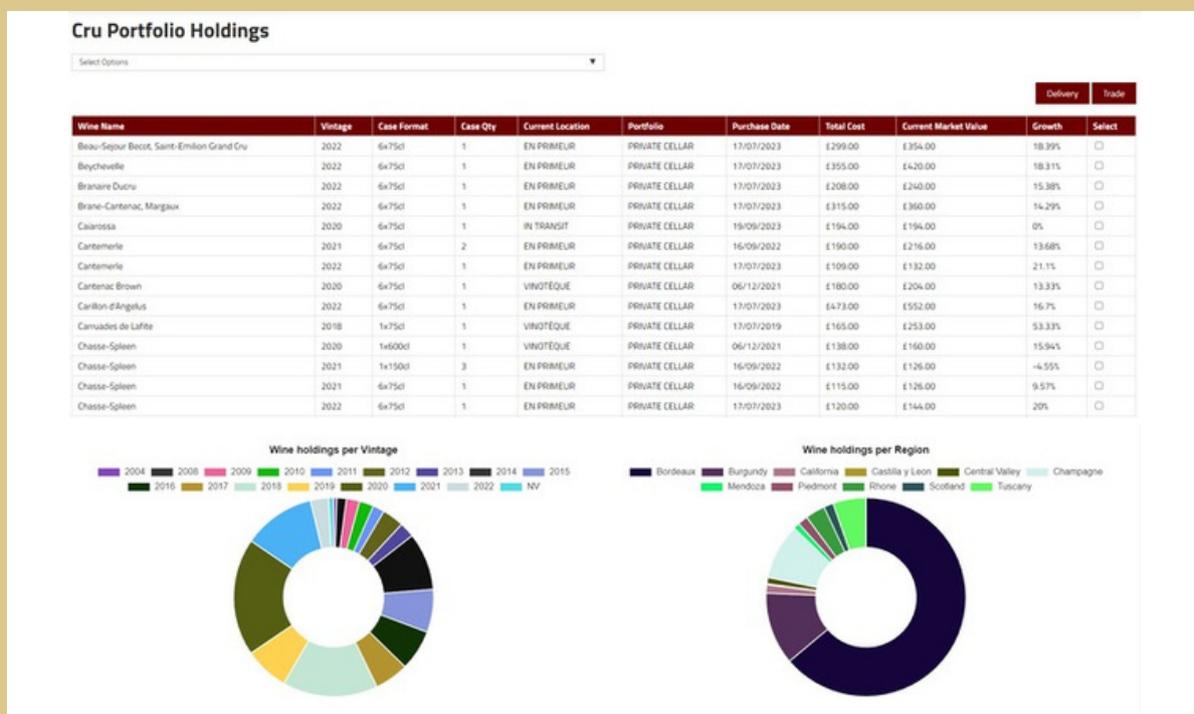
Upon purchasing, to ensure clarity of ownership, all wines are labelled and logged with a unique rotation number, client name and account code.

EXCLUSIVE PERKS & EVENTS

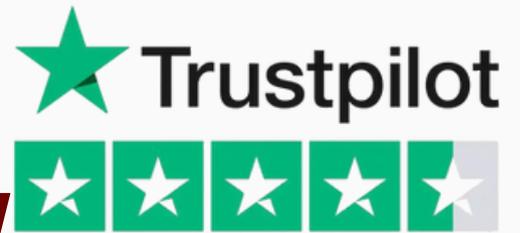
As a client of Cru Wine, you'll be able to access our exclusive client tastings, dinners, events, plus access and visits to top châteaux and producers.

TRACKING YOUR INVESTMENT

The web-based Client Portal (pictured below) gives you daily market valuations for your portfolio. Our valuation algorithm is defined through in-house statistical modelling, using data from Liv-ex and the wider market to calculate a wine's price. You will also be provided with quarterly portfolio reviews to give you insights on its performance.



What Our Clients Say



Whether you're a seasoned wine connoisseur or just starting out, you can trust Greg to not only have a selection that won't disappoint, but also to give you white glove service. I ordered a ton of wine for a private party and his selection wowed the picky crowd. He's my go-to wine guy now. Superb.

-Client, UK, 2024



Bright and informative website, with wide selection of wines. Phones always answered promptly and information provided when requested. Good communication amongst the team and with the customer. Inspires confidence.

-Client, UK, 2024



A trustworthy, well-informed and very well presented company with an excellent selection of wines. Important to me was being able to speak to someone on the phone easily and to know that all was well with my order, particularly after significant difficulties with another company.

-Client, UK, 2023

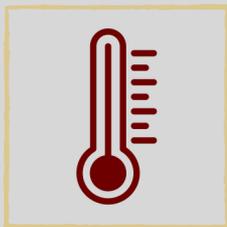


WINE STORAGE & INSURANCE

As fine wine experts, we understand the crucial nature of storing wine in perfect condition. That's why we offer private wine storage services through our professional bonded warehouse.



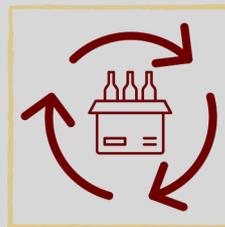
Whether buying for investment or saving it for future consumption, it's important that your wine is stored in an optimum storage environment for it to retain its value, immaculate provenance, and condition for when you are ready to pull the cork, or sell on. All wines are stored In Bond (exclusive of Duty and VAT) under optimum conditions at our specialised and state-of-the-art bonded warehouse, London City Bond, which acts as a guarantee of their condition and provenance.



Temperature controlled
(15°C +/-2°C or
59°F +/-7°F)



Humidity control system within
70%-80%, light and
vibration-free



Optimum environment, free
from vibration, UV
and daylight



Stored under
ultimate security
protection measures
& insured at
replacement value

BONDED STORAGE

Safeguard your wine, whisky and spirits in our secure, VAT-exclusive bonded warehouse in London, maintained under strict temperature, humidity and vibration controls. Enjoy 24/7 environmental monitoring, advanced security systems and full online access to real-time inventory reports — backed by comprehensive insurance cover.

- Case up to 4.5 L – £7.92 per year, billed at £3.96 every six months
- Case over 4.5 L – £15.84 per year, billed at £7.92 every six months

Three-Tier Rewards Programme

The more you store, the more perks you unlock, benefits stack as you move up tiers:

- Villages (< 50 cases): priority release alerts and cellar recommendations
- Premier Cru (50–150 cases): all Villages perks plus free local deliveries and quarterly market insights
- Grand Cru (150+ cases): all Premier Cru perks plus exclusive event invitations, priority allocations and a dedicated account manager

For full terms, conditions and a complete list of benefits, visit cru-wine.com/services/storage



EXIT STRATEGY

As a client of Cru Wine, you can benefit from our comprehensive exit strategy. Whether you're looking to release funds to reinvest in your wine collection or streamline your cellar as your portfolio grows, our expert team is here to help you realise the value of your collection through a simple and efficient process. We also offer cellar management advice, including which wines to drink now and which to consider selling.

Our competitive commission structure offers flexibility based on your needs: 5% for passive listings with broad market exposure, 10% for active sales promoted to our private network, and 15% for instant sales with funds typically transferred within 48 hours (subject to eligibility). We manage the full wine selling service, from pricing and marketing to ownership transfer, ensuring your net proceeds are securely delivered. With decades of experience, our team understands the fine wine market and works proactively to ensure a smooth, stress-free experience.

Ready to Take the Next Step?

Book your free consultation with Cru Wine and speak with one of our fine wine investment experts:



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Book your complimentary
15-minute consultation →



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