



# VINEA ROUNDTABLE 7: INVESTMENT AND FINE WINE AS AN ASSET CLASS

**LOCATION: Top Floor Winery, Table II**

## DESCRIPTION

This group will address the collective experience of its participants, their philosophy and vision for the next decade: the outlook for investments in various asset classes, including Fine Wine and property such as vineyards and their relative attractiveness. Within these two asset classes, compare the prospects for different wine categories, countries and regions.

## OBJECTIVE OF ROUNDTABLE

Draw from the collective wisdom of the participants and create a shared vision of the best prospects and practices for investments; assess the up-and-coming investment options. Opine on whether the attractiveness of Fine Wine and vineyard investment is a competitive option or one that is only for reasons other than ROI, and whether that is likely to change. Articulate guiding principles that you think should lead investors through rapidly changing landscape. Distil collective thinking into actionable ideas.

## PREPARATION AHEAD OF ARRIVAL

*Please review the questions below which are suggested as prompts to get you started. Please feel free to add topics that you think are related and relevant, and address them. You can also reach out ahead of the roundtables to gather insights from other contacts of yours who are experts in any the topics.*

- 1) THE PAST: *What was going on 10 years ago vs today?*
  - Thinking back to 2007 ahead of the market crash, then 2009 with the global economic contraction, which investment categories were considered the most desirable and how did Fine Wine and vineyard estates stack up back then?
  - Who have been the buyers of Fine Wine and vineyards, how has this changed the wine business?
  - What trends did we all think back then were here to stay, and have they?
  
- 2) WHERE ARE WE NOW? *Progress and new challenges*
  - Where are the best returns coming from right now? Are these good runs likely to continue and on what basis?
  - What are your sacred cows that we should fight to protect and preserve?
  - Who are the big buyers of the most expensive and tradable wines?
  - What are the trends in land values where and why?
  - What are the motives today for buying a vineyard, who is buying?
  - What are areas of risk and frustration, or problems that persists?
  
- 3) LOOKING AHEAD (3 years, 10 years and beyond)
  - From wineries to Fine Wine bottles, who will be the investors of tomorrow?
  - How will their role impact the Fine Wine production cycle?
  - What is happening around the world and which countries or regions will attract the most investment?
  - Will the next generation consider Fine Wine as an investment and a worthy inheritance?
  - What is the future of the auction business?
  - How will they integrate Fine Wine into their asset portfolio?
  - If you had a magic wand, how would you like these worlds to look 10 years from now?

## MATERIALS

*Please gather any materials, studies, statistics, data, infographics, cartoons, visual supports that you think could add to the topic and would be interesting to share. (We are setting up a place on the cloud in which to compile these for reference).*