

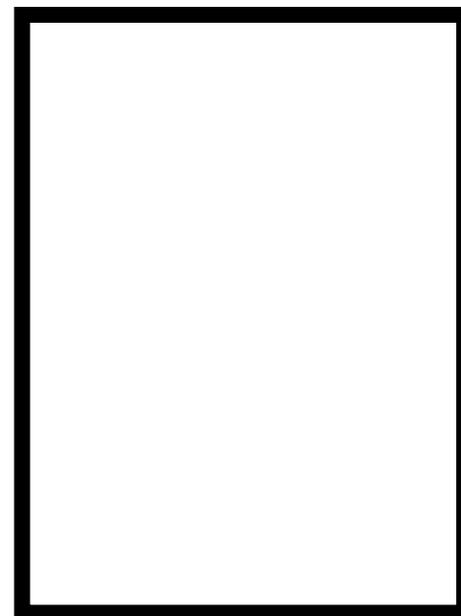
advantage for the vintage

Wine storage is getting the attention it deserves in warm and humid Singapore. In most homes, wine refrigerators of various sizes and technical capacities are fairly common. Luxury condominiums are installing such facilities within their compounds for the growing number of residents with sizeable wine collections. Some private homes are equipped with climate-controlled storage that can accommodate a few thousand bottles.

Extensive collections, however, require highly specialised handling and environment that their owners must seek facilities to contain them outside their homes. Although some wine shops have cellars to accommodate top clients' hoard, allocating space for long periods is always a challenge.

EXTENSIVE COLLECTIONS REQUIRE HIGHLY SPECIALISED HANDLING AND ENVIRONMENT THAT THEIR OWNERS MUST SEEK FACILITIES TO CONTAIN THEM OUTSIDE THEIR HOMES.

Do not allow storage-space shortage to stop you from expanding your wine collection. A dedicated wine storage solution is your best option for storing, protecting and trading your 'liquid assets'.



But a facility in Singapore is seeking to change that. Storefriendly, the award-winning, franchise-based self-storage, with the largest self-storage network in Asia, has launched Storefriendly Wine Cellar.

The 2,000-sqft facility at Entrepreneur Centre on 50 Tagore Lane is a joint venture between Storefriendly and EBC Self-Storage. It features a dedicated, fully temperature- and humidity-controlled fine wine storage at a convenient central location in Singapore.



Open all day every day, Storefriendly Wine Cellar comes with intelligent security, free trolleys and reliable transportation services. The facility provides a safe and secure storage with a consistent 14°C and 65 per cent humidity.

Within the facility are dedicated venues for wine auctions, retail and tasting, making it suitable for connoisseurs and wine traders alike. A wine tasting area on the fifth storey of the building's clubhouse allows traders, investors and individuals to sample wines in comfort before purchase. A delicatessen on the ground floor retails fine foods and wines to walk-in customers and tenants.

A key feature of Storefriendly Wine Cellar is a spacious ground floor auction room which provides private individuals and companies with the facilities for auctions of wines and other collectibles.

OPPOSITE:
LEFT: Auctions can be held in designated rooms within the premises.
RIGHT: Storage units are secluded and accessible only to customers.

THIS PAGE:
TOP: Light controlled environment protects the integrity and quality of the wine in storage.
BOTTOM: Flexible storage solution can be configured to maximise space within storage units.

"Storefriendly Wine Cellar is the first dedicated wine storage, deli, tasting and auctioneering centre for the wine trader and hobbyist in Singapore, and we're delighted to launch this facility in a convenient location in Singapore. We aim to set the gold standard for such wine facilities locally, as we do already in the self-storage sector," says Storefriendly managing director Jes Johansen.

"The Storefriendly Wine Cellar product perfectly complements EBC's pursuit of a prominent tenant mix offering real value added storage, retail and business solutions in an excellently finished and convenient location," said Ng Siow How, EBC managing director.

Storefriendly's unique approach to self-storage won for it the Superbrands Award 'Hong Kong's Choice' in 2009 and the 'Asia Pacific Entrepreneurship Award 2011'. The company is a member of the Self Storage Association and the Self Storage Association of Australasia. The group operates 95 branches throughout Hong Kong, Kowloon, the New Territories, Macau and now Singapore, encompassing 35,000 self-storage rooms and more than 50,000 customers served. – *Danny Chaplin*



ALTHOUGH SOME WINE SHOPS HAVE CELLARS TO ACCOMMODATE TOP CLIENTS' STOCKS, ALLOCATING SPACE FOR LONG PERIODS IS ALWAYS A CHALLENGE.