

Why should one use the most convenient wine storage?

CSeah

In earlier articles, BHQuah had written about why proper storage is critical for the development and preservation of your wines. Having invested in expensive wine, you would most certainly want to be assured that your wines are kept at a consistent 12-14°C, in premises that are secured and well maintained. For most of us, a home cellar is not possible or feasible so 3rd party storage is the best (only) alternative. But which do you choose? I would suggest choosing one that is most convenient and secure.

What is convenience? For most of us, convenience is measured by the dimension of time. We want to spend as little time as possible accomplishing whatever it is we want to do. We like to get to places in as little time as possible. For many, a 20 minute drive (even less for some if traffic is heavy and slow!) is about the furthest we will endure before “journey fatigue” sets in. If you’re a professional who bills by the hour, time is money. It is therefore convenient if we can stop by the cellar on the way home from the office, pop in during lunch, or make that quick dash to pick up a bottle for that birthday you almost forgot.

It is convenient if we can get in and out of the cellar easily, at any time of the day (or night for that matter), not having to fuss with access cards or keys, or having to call ahead. Convenience is also about being able to park your car virtually at the doorstep, use the provided trolleys so you need not strain your back or make multiple trips back and forth.

For most who are working, taking time-off during the day is difficult and when a wine order has been placed, it is usual that these wines are delivered during working hours. Some cellars provide the added service of receiving wine deliveries on your behalf when you are not able to be there.

Convenience is also knowing that the conditions of storage are monitored round the clock so that your wines are kept at a consistent temperature, in premises securely locked and constantly monitored by CCTV cameras.

Lastly, the cellar should ideally be located at a safe environment, without fear for personal safety whenever you are at the cellar.

So in short, it’s convenient if it’s easy to get to, easy to access and use, is well run, maintained and reliable and gives you peace of mind.
