

Baghera/wines

PRESS RELEASE
GENEVA, MARCH 30th 2016

WINE O'CLOCK: RESULTS OF THE FIRST ONLINE REVERSE AUCTION BY BAGHERA/WINES

During its first Wine o'clock organised on March 29th, Baghera/Wines, the Geneva-based fine wine consultancy company has sold all the 43 lots of Château Lafite-Rothschild proposed on the dedicated website WWW.BAGHERAWINES.AUCTION.

Collectors of fine wines were present on the internet for the first online reverse auction. All the lots offered on WWW.BAGHERAWINES.AUCTION, the dedicated website developed especially for online sales of Baghera/Wines, were bought in less than two hours. Wine enthusiasts from Europe and Asia were the most strongly represented at this 100% online sale.

Michael Ganne, Executive Director of Baghera/Wines explains: *"We are pleased with today's promising results. It reinforces our thought that wine buyers purchasing habits' have changed. Wine o'clock is an innovative concept that meets buyer's expectations of usability, facility and rapidity. We are thrilled to show today these Wine o'clock are a reliable and user-friendly purchasing tool. It was a real technological challenge for our team and we are glad to have faced it."*

A buyer from Hong Kong that actively participated to this online auction yesterday demonstrated real enthusiasm with this new service: *"I am delighted with my experience of joining the inaugural Wine o'clock, and so completing my personal ensemble of great Clarets. The website is an easy and instinctive tool. Reverse bidding brings a real hint of fun, excitement and suspense that can sometimes be lacking in (more) traditional auctions."*

Among the 43 lots of Lafite Rothschild up for auction, lots 2, 3 and 35 were the most sought after and resulted in the heaviest demand. They were sold for CHF 9'480, CHF 9'120 and CHF 8'160 respectively.

A second Wine o'clock sale will take place on April 19th on WWW.BAGHERAWINES.AUCTION, this time dedicated to Sassicaia wines from Italy.



Lot 2

6 Lafite-Rothschild magnums,
1986 vintage
CHF 9,480



Lot 3

12 Lafite-Rothschild bottles,
1986 vintage
CHF 9,120



Lot 35

12 Lafite-Rothschild bottles,
2003 vintage
CHF 8,160



**ABOUT BAGHERA/WINES,
CONSULTANTS IN WINES OF EXCEPTIONAL QUALITY**



Baghera/Wines was established in 2015, thanks to three passionate experts, who chose to create an office, exclusively dedicated to high-end wines, in Geneva. Michael Ganne, Julie Carpentier and Emmanuel Mercé joined forces to offer a new approach to exceptional wine auction sales, placing friendliness and conversation at the very heart of these sales.

Beyond the sales, the Baghera/Wines team supports collectors in every dimension, in showcasing a collection, giving bespoke, close-knit and excellent advice. Each year, two exceptional auction sales are organised in Geneva, as well as several online sales at WWW.BAGHERAWINES.AUCTION.

**CALENDAR OF UPCOMING
BAGHERA/WINES SALES**

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“Sassicaia” Wine O’Clock

19th April 2016

WWW.BAGHERAWINES.AUCTION

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“Oldies” Wine O’Clock

17th May 2016

WWW.BAGHERAWINES.AUCTION

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“La Paulée de Genève” tasting

21st May 2016

Geneva

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“Master Cellar” sale

22nd May 2016

Geneva

**HIGH-DEFINITION PHOTOS AVAILABLE FROM
THE BAGHERA/WINES MEDIA TEAM.**

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For more information on Baghera/Wines:
WWW.BAGHERAWINES.COM



Media contact

Emilie Drouin

presse@bagherawines.com

+41 7 96 87 17 44