

A Romanée-Conti 1999 jeroboam becomes the world's most expensive bottle to be auctioned on the Internet

CHF 82'800 (approximately 76'300 €) — this is the price at which a jeroboam of Romanée Conti 1999 soared to on Tuesday June 6th during the latest Wine O'Clock *, 100% online wine auctions signed by Baghera/wines.



Lot 36

1 jeroboam of Romanée-Conti 1999
Domaine de la Romanée-Conti
CHF 82'800

By beating their own record of February 2017, when a batch of 5 bottles of Romanée-Conti 1999 was adjudicated for CHF 78'000 (approx. 72'000€), Baghera/wines' 13th online sale confirms a fundamental trend: nowadays, rare-wine lovers seeking to complete their collections will equally adopt the Internet as much as classical room-sales.

Entitled «[Immaculate DRC](#)» as a tribute to the 55 Domaine de la Romanée Conti lots put to auction, this Wine O'Clock * came to a close with a turnover of 1.11 million Swiss francs – approx. 1.02 million euros – the most important result ever made online by the Genevan Experts office.

Michael Ganne, Baghera/wines' Executive Director reacts: *"In 13 Wine O'Clocks *, Baghera/wines has sold as good as CHF 3.5 million worth of wine – 3,33 million euros – on the Internet. The recipe for success? A highly exclusive selection of great wines, thematic collections available in neatly presented e-catalogs, an easy-to-use, secured auction platform. We now have enough perspective to observe that prestigious wine collectors' practices have positively changed: Internet has become an unavoidable and acclaimed sales channel for fine-wines collectors, a must. The innovative Wine O'Clock * concept has fulfilled their expectations in terms of accessibility, user-friendliness and speed whilst offering the most sought-after wines."*

The next Wine O'Clock * to be organized by Baghera/wines will take place in September 2017 and will feature a private collection of great Bordeaux wines.

WOC #13 Results — TOP 3

LOT #36

1 jeroboam of Romanée-Conti 1999, Domaine de la Romanée-Conti
CHF 82'800

LOT #1

12 bottle "Selection" 1990, Domaine de la Romanée-Conti
CHF 67'200

LOT #2

12 bottle "Selection" 1990, Domaine de la Romanée-Conti
CHF 66'000



* Launched in March 2016 by Baghera/wines, Wine O'Clocks are 100% online sales, accessible with a single click on a dedicated platform:
www.bagherawines.auction.



About Baghera/wines, An exceptional fine wines Experts office

Baghera/wines was established in Geneva in 2015 by three passionate experts, who launched a specialised office exclusively dedicated to high-end wines. Michael Ganne and Julie Carpentier joined forces, offering a new approach to exceptional wine auctions, placing cordiality and interaction at the very heart of the wine business.

At the end of their first year ending in 2016, Baghera/wines emerged as the Swiss leader in fine wine auctions, with sales exceeding CHF 10 million, ahead of several historic houses.

Alongside the sales, the Baghera/wines team guides collectors in every dimension of highlighting a collection, focusing on tailor-made, one-to-one professional advice and excellency.

Press contact Emilie Drouin | presse@bagherawines.com | +41 79 687 17 44

To learn more about Baghera/wines : www.bagherawines.com

