



BAGHERA/WINES ANNOUNCES THE FORTHCOMING OPENING OF A BOUTIQUE AND A CLUB IN GENEVA DEDICATED TO WINE LOVERS

Geneva, July 14, 2020 – In its rank of European leader in wine auctions, Baghera/wines is now firmly established in the world of auctions of exceptional wines. The House, created in 2015 by Michael Ganne and Julie Carpentier, has since come a long way. With all of its wine auction-related activities based in Geneva, Baghera/wines will open its first flagship there in September 2020. Much more than a “Boutique” in the commercial sense of the term, the venue will invite wine lovers to discover not only exceptional vintages, but also more accessible and quite remarkable wines, a library made up of ancient oenological books and treaties accessible to members of the Club only. This venue, unique in Europe, will also offer the opportunity to be coached in the Art of Wine, through a WSET (Wine & Spirit Education Trust) certified diploma course.



Baghera/wines



Baghera/wines: The Boutique

Located at number 2 rue Adhémar-Fabri, in Geneva and close to the prestigious hotel, Beau-Rivage Genève, with which it will maintain close ties, the Boutique offers a unique approach. The client will be invited to journey to the heart of the terroirs, to share the most secret stories of the most renowned winegrowers worldwide, will be taken by the hand to live a human and sensory experience and reconnect with the land and its noblest products. This is how Michael Ganne and Julie Carpentier, the founders of Baghera/wines, first imagined this venue – a sojourn of pleasure that will allow them to keep in close contact with all of their customers throughout the year.

Michael Ganne and Julie Carpentier comment on the subject: *“Wine is an exceptional product in all respects: its cultural, social or even artistic dimensions allow epicureans to get together around the sensory pleasures it procures. We also thought of this venue as a discreet, elegant and rejuvenating haven for our passionate clients, eager to live unique and unparalleled wine experiences, in the heart of Geneva.”*

In order to bring this new entity to life, as a real platform for dynamic exchanges, Baghera/wines will also propose tastings open to non-Club members; the opportunity to spend a privileged moment with an expert oenologist (reservations can be made online). Every month, a selected winemaker, either local or European, will be honoured, thus paving the way for a multitude of side events all linked to the love of wine and gastronomy.

An extension of the Baghera/wines “spirit”, according to Michael and Julie, the Boutique must be an accessible venue, where the client will find the same quality and the same devotion as afforded to the selection of wines intended for auctions. The opportunity to buy the best possible quality in the chosen price range, while benefiting from the advice of renowned experts and a concierge service – this is the ultimate mission of the Boutique.

Furthermore, in recent months, Baghera/wines has also embarked on a journey aimed at deepening relations with Genevan restaurateurs through a cellar system in consignment stores, allowing them to offer exceptional wines to their clients. Baghera/wines is as much the supplier of wines to large renowned establishments or other luxury hotels in the area, as it is to talented restaurateurs with whom it shares its founding values: pleasure, dedication, excellence, uncompromising quality and meticulous work.

Certification: WSET

Recognized worldwide, the WSET certifications (Wine & Spirit Education Trust) are highly praised by wine professionals (wine retailers, sommeliers, restaurant managers, wine buyers) as well as wine enthusiasts at junior or advanced levels. Our boutique manager, Lionel Rosnet is a certified WSET Level 4 (DipWSET) and a WSET professor for many years. He will be heading the WSET School and will provide Levels 1, 2 and 3 trainings both in French and English. Baghera/wines is clearly positioning itself as a partner of choice for the Wine industry in the Swiss Romandie.

Le Club 1865 by Baghera/wines: concierge spirit

Baghera/wines creates: Club 1865 - an ideal complement to the training course section managed by the Boutique, the Club includes the cellars on consignment and the stock as well as an area of 75 m² entirely dedicated to its members.

An authentic parquet floor, a library rich in ancient works, skillfully crafted noble materials, a cellar dedicated and accessible to its members, these are the distinctive features of this new venue in upscale Geneva.

Under the leadership of Arthur Leclerc, Sales & Event officer for Baghera/wines, and reserved for members only, Club 1865 has been designed as a sanctuary, a reassuring respite, it is an integral component of the flagship boutique at 2 rue Adhémar-Fabri. In particular, the Club offers its members the opportunity to receive customers in a prestigious environment with hotel service provided by Beau-Rivage Genève. A dedicated secure locker system will allow members to store wines from their own estate, and thus be able to offer them for tasting in an exceptional venue.

In view of the surface area available, Club 1865 will offer membership on a very limited basis in order to maintain a genuine quality of service in consideration of its clients.

The opening of the entity, Boutique and Club 1865, is scheduled for the beginning of September 2020.

Key points

- **A new sanctuary dedicated to the love of wine, made up of a Boutique and a Club**
- **Limited membership to the Club**
- **New venue dedicated to training in oenology**
- **Official opening September 2020**

Club & Boutique address & contact

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About Baghera/wines, an exceptional wines experts' office

European leader in the auction of rare wines, Geneva-based Baghera/wines offers a new approach by placing conviviality and exchange at the heart of their events. For almost 5 years, passionate experts Michael Ganne, Julie Carpentier and Francesco Lee, have been heading an office dedicated exclusively to rare wines that advises and accompanies collectors in all aspects of the enhancement of a collection.

In 2018-19, the historic sale of Henri Jayer's personal cellar, to this day the most important wine auction in the world ever (CHF 34.5M), followed by the unprecedented sale exclusively dedicated to the wines of the Domaine de la Romanée-Conti and then the sale of the last bottles from the Domaine René Engel have propelled Baghera/wines to the position of European leader in wine auctions.

The experienced team, working alongside the experts at Baghera/wines, offers excellent hands-on and tailor-made advice to international collectors passionate about fine & rare wines. Their expertise includes the organisation of masterclasses, the skillful selection of wines for private tastings and dinners, events combining music and wine. In September 2020 Baghera/wines will be opening a private club and a boutique dedicated to fine wines within the Beau-Rivage hotel in Geneva.



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