

Baghera/wines

PRESS RELEASE
GENEVA, 21ST MARCH 2016

BAGHERA/WINES, THE OFFICE OF EXPERTISE FOR EXCEPTIONAL WINES, IS LAUNCHING "WINE O'CLOCK", THE 100%-ONLINE SELLING IN AUCTIONS, WHERE PRICES GO FROM HIGH TO LOW

THE FIRST WINE O'CLOCK SALE WILL TAKE PLACE ON TUESDAY, 29TH MARCH AT EXACTLY 2:00PM (SWISS TIME), EXCLUSIVELY ON THE DEDICATED WEBSITE, WWW.BAGHERAWINES.AUCTION.



After an opening sale, crowned with success in December 2015, Baghera/Wines presents Wine O'Clock, one-off and regular theme-based sales, which take place exclusively online, on the WWW.BAGHERAWINES.AUCTION website. Wine O'Clocks are fun live auction sales, where the price goes from high to low: the price of lots falls over a limited time. Bidders also have the opportunity to buy high-end wines, throughout the whole world, at a fair price and with one single click.

For the first sale of the year, Baghera/Wines puts its emphasis on the Château Lafite Rothschild, with 43 lots of magnum, vintage bottles, dating from 1966 to 2010, of which a large number offered are in wooden boxes, which have recently been released from the Château. This first Wine O'Clock sale will take place on Tuesday, 29th March at 2:00pm exactly (Swiss time).



WINE O'CLOCK: EXCEPTIONAL WINES IN ONE CLICK

Michael Ganne, Executive Director of Baghera/Wines states, "With our Wine O'Clock concept, we want to break all previous codes of how things are done, and inject a new dimension into the world of exceptional wine auction sales. Our desire is to continue offering rare and prestigious high-end wines, but in a more modern, accessible and in particular, a more fun way!"

Using new technologies, it is possible to offer connoisseurs and collectors, at the same time, in the office or at home, the opportunity to purchase out-of-the-ordinary bottles. Time elapses and prices fall, bringing a hint of emotion for exhilarating and off-the-wall sales. We hope to organise these theme-based sales six times a year. The next one will take place next month, on 19th April."



Lafite Rothschild wooden box, detailed,
© Baghera/Wines



Lafite Rothschild 2010 bottle
© Baghera/Wines

Suspense, speed and limited time are the very ingredients of this new type of online sales offered by Baghera/Wines. Inspired by auction sales, or sales in Dutch flower markets, Wine O'Clock sales will be offered regularly on the dedicated website, WWW.BAGHERAWINES.AUCTION.

On the exact date and time of the sale, lots are displayed on the platform, with a high price and a low price. Auctions start at the highest price and fall progressively to the lowest price, in regular intervals. The first user to click wins the lot.

All lots are put up for sale one after the other, under the last one is auctioned. The time, limited for each lot, is shown by a counter displayed on the screen. The sale of each lot lasts less than three minutes.



**WINE O'CLOCK, ACT I:
43 LOTS OF LAFITE ROTHSCHILD AND CARRUADES DE LAFITE
TO PURCHASE**



Wooden case of 12 Lafite Rothschild bottles
© Baghera/Wines

For the first Wine O'Clock, the Baghera/Wines experts have wanted to pay homage to winegrowing in Bordeaux, with an exclusive sale of Lafite Rothschild and Carruades de Lafite. As prestigious as much as they are adored for their quality and sophistication, these high-end wines are amongst the most searched for by fine wine collectors throughout the world.

38 of these 43 lots are offered in their original wooden cases, which gives this sale an absolutely exceptional character. 5 wooden cases of 1989 vintage magnums also feature in the catalogue.

**THE MOST COVETED LOTS OF THE FIRST WINE O'CLOCK,
TAKING PLACE ON 29TH MARCH 2016**



Lot 1: 6 Lafite Rothschild magnums, 1966 vintage
© Baghera/Wines

Lot 1	6 Lafite Rothschild magnums, 1966 vintage Estimate: CHF 5,000-9,500
Lot 2	6 Lafite Rothschild magnums, 1986 vintage Estimate: CHF 7,000-11,500
Lot 15	6 Carruades de Lafite magnums, original wooden cases, 1989 vintage Estimate: CHF 1,700-2,450
Lot 20	12 Lafite Rothschild bottles, original wooden cases, 1990 vintage Estimate: CHF 5,500-10,000
Lot 35	12 Lafite Rothschild bottles, 2003 vintage Estimate: CHF 6,400-9,400
Lot 42	12 Lafite Rothschild bottles, original wooden cases, 2010 vintage Estimate: CHF 5,600-8,600



WWW.BAGHERAWINES.AUCTION, A WEBSITE DEDICATED TO WINE O'CLOCK SALES



1990 Lafite Rothschild bottle
© Baghera/Wines

The WWW.BAGHERAWINES.AUCTION website has been developed specifically for Baghera/Wines online sales.

Using a secure customer account, participants in Wine O'Clock sales can sign up, give their bids, take part and raises their bids in the sales, know their purchase amounts and see the online catalogue, where each lot is shown with a complete list, a detailed statement about the bottles and high-definition photos.

The catalogue for the Wine O'Clock sale taking place on 29th March is available on the dedicated website:
<http://www.bagherawines.auction/en/catalogue/voir/2>

ABOUT BAGHERA/WINES, THE OFFICE OF EXPERTISE FOR EXCEPTIONAL WINES



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 [bagherawines.auction](http://www.bagherawines.auction).

CALENDAR SHOWING THE NEXT 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 about Baghera/Wines:
WWW.BAGHERAWINES.COM



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