

World's Greatest Wines to be sold as NFTs



Strauss&co



TIMED ONLINE AUCTION

RARE COLLECTIONS OF THE WORLD'S LEADING WINES

to be sold as NFTs by Strauss & Co

3 – 10 July 2023

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NFT Wine Auction

Rare Collections of the World's Leading Wines

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Cape Town - Strauss & Co Fine Wine Auctions unveils six significant collections of the world's greatest wines, that have also been minted as NFTs, including Penfolds Grange, Domaine de La Romanée-Conti, Château Mouton Rothchild, Château d'Yquem, Screaming Eagle and Harlan Estate will be sold online in July 2023 (Bidding 3-10 July). A highly rare offering to global wine collectors takes place after the highly successful sale of Iconic South African Wine NFTs in 2022.

- Highest Value Wine Auction Ever Staged in Africa
- Unprecedented Range of Wines and Vintages as NFTs
- Online Sale at Strauss & Co. Open 3rd to 10th July
- Highly Rare Opportunity to Buy Superb Wines at Scale
- Donation to SASA from Proceeds to Further African Sommelier Development



“Considering the size and depth of these impressive, unique collections, and the critical need for authenticity, we saw the advantage of minting each wine as an NFT.” said Roland Peens, Strauss & Co Wine Fine Wine Specialist. “We authenticated and photographed each bottle with the information now stored on the blockchain. This is a chance to buy a super rare collection or invest in an alternative asset. Fine wine has proven to be an uncorrelated long-term asset with low volatility and the NFTs adds further security.”



Superb Provenance and Meticulous Authentication

The Coats Family Cellar is arguably the most prestigious fine wine collection ever offered in South Africa. It contains an expansive range of the world's finest and most sought-after wines spanning over 150 years. Collected over many decades by the Coats family, as part of an extensive cellar, the wines were imported from Ireland into South Africa via refrigerated container and have been cellared professionally since.

Each bottle is in top condition. 'Mr Coats had a clear passion for Penfolds Grange and Mouton-Rothschild, but there are few great wines from the 20th century that weren't in the cellar. The d'Yquem lot is also expansive and very special!' continues Roland. Leading International fine wine expert, Michael Egan, has scrutinized and authenticated every bottle, and over 100 bottles have been tasted.



NFTs and Wine

Non-fungible tokens are a highly efficient way to package a collection of wines for long term aging or trading. The digital contract is stored on the Polygon blockchain and the NFT includes the critical information of the transaction in provenance, barcode, pictures, pricing, along with sensorial and aging information. Each bottle within the SIX NFTs is also minted as an NFT, allowing for drinking or trading of single bottles at any time.

Transactions stored on the Polygon blockchain are cheap, fast and consume marginal energy. All wines are currently stored in the professional cellars of Wine Cellar, in Cape Town, Africa's largest fine wine cellar. Professional world-wide shipping can also be arranged, at negligible costs considering the high value of the wines. Payment can be made in ZAR, USD, GBP as well as BTC, ETH and stable coins.



Fine Wine in Africa and Donation to Wine and Food Non-Profit Organization

The Coats family donated R4m (\$200,000) of their cellar to charity and wine education in Southern Africa.

“Crucial international benchmarks are increasingly priced out of arm’s reach for aspiring young African professionals’ education”, says Higgs Jacobs, co-founder of SASA – South African Sommelier Association - and Strauss & Co Fine Wine Specialist.

A portion of the NFT sale will go to SASA, the South African Sommelier Association, a registered NPO that promotes a culture of food and beverage service excellence in South Africa through education. “A lot of ground has been made to create opportunities over recent years, however, much remains to be done. This partnership will provide a further shot in the arm to level the playing field and create access for African sommeliers.” Continues Higgs.



Zimbabwean wine celebrity, sommelier and Kumusha producer, Tinashe Nyamudoka, says “drinking and experiencing these wines is the only way to feel a sense of place. I’m excited because the African wine palate is maturing, and we see more and more fine wine being consumed and more sommeliers. However, access and education are still limited. ’ Tinashe recently starred in Blind Ambition as part of team Zimbabwe competing in the world wine-tasting championships.



Strauss & Co Harlan Estate 1990-2012 NFT

Lot contains 40 bottles; 2 x 1500ml and 38 x 750ml

Low R1.3m (in the region of \$65,000)

High R1.5m (in the region of \$75,000)

Harlan Estate, seen as Napa's 'First-Growth' is a high-profile, critically acclaimed wine producer in Oakville AVA, Napa Valley, situated on the hills just north of Napa town. Its Cabernet Sauvignon-based flagship wine is one of California's most sought-after wines, regularly commanding exuberant prices. The Harlan Estate NFT features a bottle and magnum of their first commercial 1990 vintage along with 100 pointer vintages in 1997, 2002, 2007.





Strauss & Co Screaming Eagle 1995-2010 NFT

Lot contains 19 bottles; 17 x 750ml and 1 x 1500ml Cabernet Sauvignon, 1 x 750ml Sauvignon Blanc.

Low R1.6m (in the region of \$80,000)

High R2m (in the region of \$100,000)

The highly coveted California Cabernet is one of the most collectible, sought-after, wines of the world, due to its high critic ratings and extremely limited production, 'Cult' status was quickly sealed. Notoriously difficult to secure a bottle due to the small production and exclusive DTC mailing list (with an incredibly long waiting list of more than a decade). Screaming Eagle is America's most expensive and exclusive wine that matches prices of Château Petrus.



Strauss & Co Chateau d'Yquem 1892-2010 NFT

Lot contains 184 bottles; 36 x 375ml, 146 x 750ml and 2 x 1500ml.

Low R4m, (in the region of \$200,000)

High R5.5m, (in the region of \$275,000)

The world's greatest sweet wine, Chateau d'Yquem is showcased over 119 years and this sale includes four bottles from the 19th century. d'Yquem is famous for its extremely long ageing and it turns progressively darker with age, gaining complexity. Great vintages such 2001, 1976, 1967, 1947, 1945, 1928 and 1899 are included.



Strauss & Co Château Mouton-Rothschild 1945-2014 NFT

Lot contains 176 bottles; 68 x 750ml, 73 x 1500ml, 33 x 3000ml and 2 x 5000ml.

Low R7m (in the region of \$350,000)

High R9m (in the region of \$450,000)

Château Mouton-Rothschild famously added artwork to their labels with the legendary 1945, the first vintage in the NFT. To commemorate the allied victory, Baron Philippe de Rothschild commissioned unknown artist Phillippe Julian. The 1945 turned out to be a legendary wine and the artist labels became a huge drawcard for collectors. This impressive 176 bottle collection holds a bevy of large format bottles, including 33 double-magnums and a strong showing of the great vintages of 1982, 1986 and 2000.



Strauss & Co Penfolds Grange 1951-2008 NFT

Lot contains 232 bottles; 1 x 375ml, 189 x 750ml, 42 x 1500ml

Including signed 1952 by Max Schubert

Low R6m (in the region of \$300,000)

High R8m (in the region of \$400,000)

The Penfolds Grange lot is a grandeur selection of the first 58 years of Penfolds, including the maiden 1951 vintage. The New-World's most famous wine was produced by visionary Max Schubert, and the collection includes a signed 375ml bottle of the 1952. The 232 bottles, including 42 Magnums, is close to a complete vertical.



Strauss & Co Domaine de La Romanée-Conti 1999-2015 NFT

Lot contains 80 x 750ml bottles.

4 x Romanée-Conti, 17 x La Tâche, 4 x Richebourg, 18 x Romanée-Saint-Vivant, 20 x Grands-Echézeaux, 14 x Echézeaux and 3 x Vosne-Romanée 1er Cru

Low R8m (in the region of \$400,000)

High R10m (in the region of \$500,000)

The world's most hallowed producer, Domaine de La Romanée-Conti, is minted into an NFT with 80 bottles from 1999-2015. This prolific period for Burgundy is highlighted by a mix of red wines from their various vineyards including 17 bottles of La Tâche, and 2 bottles each of the 2009 and 2010 La Romanée-Conti.

*- Low and High estimates are open to change considering the print lead-time and currency volatility. See the Strauss Website for a full list.





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PENFOLDS GRANGE - DOMAINE DE LA ROMANÉE-CONTI
CHÂTEAU MOUTON ROTHSCHILD - CHÂTEAU D'YQUEM
SCREAMING EAGLE - HARLAN ESTATE



DOMAINE DE LA
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