FINE WINE INSIGHTS • SWIRLHEAD

# What's Next for the World's Finest Wines?

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01

## Château Margaux: A New Chapter



After thirty years at Château Margaux, **Philippe Bascaules will retire as Managing Director at the end of 2026.**

His knowledge of the vineyard and dedication to quality have left a lasting mark. He will remain involved as a consultant.

**Aurélien Valance will take over on 1 December 2026**, after twenty years at the estate, most recently overseeing sales and operations.

Philippe Bascaules → Aurélien Valance

HANDOVER · 1 DECEMBER 2026

> Our collective responsibility is to preserve what makes it unique, while continuing to prepare for its future with the highest standards of excellence.
>
> — Aurélien Valance

For Margaux lovers, the ambition is clear: **to carry forward the elegance and finesse they love, while preparing the estate for the future.**

02

## After Burgundy and Bordeaux, MICHELÍN Turns to Champagne

SAVE THE DATE

# 4 February 2027

Burgundy · Bordeaux · Champagne

After introducing its grape distinctions in Burgundy and Bordeaux, **MICHELÍN will unveil its first Champagne wine selection on 4 February 2027.**



The selection will bring a new perspective to a region celebrated for its great houses and increasingly appreciated for its individual vineyards and grower producers. MICHELÍN's announcement reflects this growing interest in Champagne's terroirs and the people behind its wines.

For wine lovers, the interest goes beyond which names receive recognition. The selection could draw attention to lesser-known producers, inspire estate visits and encourage a closer look at the diversity within the region.

**Champagne has long been chosen to mark an occasion. This new chapter puts the spotlight on why it deserves to be studied, tasted and collected with the same attention as the finest still wines.**

03

## Fine Wine in the Age of AI

**As investors consider how AI could reshape businesses and financial markets, the case for owning tangible assets deserves attention.**



Fine wine has characteristics that technology cannot reproduce. **A vintage is made once, in limited quantities, and its available supply falls as bottles are opened.** Its appeal rests on the vineyard, the producer's reputation, the wine's maturity and demand from people who want to own and drink it.

These qualities make fine wine worth considering within a broader approach to diversification. They do not make it immune to economic pressures or falling prices. Buying selectively, accounting for storage and selling costs, and taking a long view remain essential.

AI CAN

**AI can change how we discover and value wine.**

AI CANNOT

**It cannot recreate a past vintage or replace decades of ageing.**

04

## The €5 Million Wine Theft at Antinori



**30,000** BOTTLES MISSING

**€5 million** ESTIMATED VALUE

**8,000 – 10,000** BOTTLES OF SOLAIA

The wines were being prepared for customers abroad. When employees returned to Antinori's warehouse in Tuscany, approximately **30,000 bottles were missing.**

The theft, valued at around **€5 million**, included **8,000 to 10,000 bottles of Solaia,** alongside Tignanello and Guado al Tasso. Antinori has since urged customers worldwide to be cautious of offers outside official sales channels.

It is a painful loss for the family and the teams who spent years producing and caring for these wines. We hope the bottles can be recovered.

Solaia · Tignanello · Guado al Tasso

For collectors, this is a reminder that a celebrated name on a label is only part of the story. **Knowing who you buy from and being able to trace a wine's history are essential to collecting with confidence.**

05

## Fine Wine and the Art of Living

**A glass of Champagne after a padel match. A private dinner during fashion week. Fine wine is part of how we celebrate, socialise and enjoy our passions.**



Dom Pérignon x Damien Hirst



Audemars Piguet x Rare



Rauzan-Ségla 2009 | Karl Lagerfeld

Audemars Piguet brings its community together through padel. **Dom Pérignon's collaboration with Damien Hirst** connects Champagne with contemporary art. And **Karl Lagerfeld's label for Château Rauzan-Ségla 2009** brought haute couture to the cellar.

These worlds share an appreciation for craftsmanship, but their connection comes alive through experience: discovering a bottle, meeting its maker or sharing it over dinner.

**Wine gives those passions a place at the same table.**

## About Vintage Cellar

Vintage Cellar is a private fine wine house specialising in rare wines, private advisory and bespoke experiences. Through close relationships with leading estates and winemakers, we help clients build collections that reflect their tastes and discover the world behind each bottle.

To discuss your collection, join our private list or discover upcoming experiences, contact Marine Deslandes at

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