

## By collectors for collectors

VINFOLIO CREATES A ONE-STOP FACILITY  
TO BUY, SELL, STORE AND VALUE WINES

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When the Bible was written, "in the palm of his hand" was a reference to Jesus. In modern times it became known as a description of someone who is at the top of their game. Today, in our world of featherweight computers, tablets and smart phones, the phrase describes what it's like to have instant access to Google, Facebook and array of apps that tell us everything from the health of our stock portfolios to the location of the most recent UFO sighting.

The convenience and efficiency of the digital world is so great that people expect to be able to conduct any type of business or activity in that space. Wine collector Conrad Kenley often makes his way to the website for Vinfolio, where he is able to buy, sell and manage his fine wine in one place.

"What I think is most unique about the Vinfolio services is the virtual one stop shopping they offer for the total needs of wine collectors from small to large," Kenley explained.

San Francisco-based Vinfolio was started by collectors for collectors. What began as a company focused on helping people manage their personal wine cellars has grown into one that also offers two ways to buy and sell wine, storage facilities, and valuation and educational information and advice. While there are many businesses that support pieces of the collecting process, the company's director of marketing, Shannon Smith, says Vinfolio is unique in providing clients the opportunity of an integrated experience.

Similar to other online wine retailers, Vinfolio offers shoppers the ability to purchase wines on the Wine



Wines sold through Vinfolio were purchased from domestic and European wineries, distributors, and private collections that were consigned through Vinfolio's Fixed-Price Auction.

Store, which is managed in-house by the Vinfolio team. The wines sold here were purchased directly from domestic and European wineries, distributors, and private collections that were consigned through Vinfolio's Fixed-Price Auction.

Collectors who wish

to sell wine totaling at least \$10,000 are eligible to do so through Fixed-Price Auction. CEO Mike Jellison said "We have a number of clients who use that service because they have more wine than they'll drink in a lifetime." After thoroughly inspecting each bottle's

fill level, color and label, cork and capsule condition, those that pass will be priced and sold by the Vinfolio acquisitions team. Commission rates for the service are calculated on a sliding scale. Alternatively, in more of an eBay fashion, wines can be

bought and sold directly on the peer-to-peer Marketplace where sellers can set their own price and negotiate the sale. Once the financials have been agreed upon, the wine passes through Vinfolio where it undergoes the same



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inspection process as consigned wine. The seller is charged a 10 to 15 percent commission.

Many of Vinfolio's clients that are buying and selling on the site are also using the company's portfolio management tools. Smith described the cellar management application, VinCellar, as "sophisticated" because it is fully integrated with the Wine Store, Marketplace and storage services. Any time wine is bought, sold or transferred, it is automatically reflected in VinCellar.

Clients using VinCellar are able to view and manage their collection inventory online from anywhere in the world. In addition to knowing quantities and wine information, Vin-

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Cellar provides drink dates, professional reviews, tasting notes and valuation tools that help investors to know when to buy and sell. In Jellison's opinion, that's where the real value is.

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Vinfolio also offers full-service storage in their

facility in American Canyon. Wines added to storage are inspected, bar-coded and logged in the client's VinCellar account. At any time, wine can be added to or retrieved from storage by shipping or local pick-up and drop-off.

Kenley said the VinCellar and storage combination is one of his favorite features of the company because with just a few clicks of the mouse he can have his wine shipped to wherever he is traveling.

A staff of wine specialists is on hand to answer any questions customers

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may have. All customers are welcome to call for advice on topics including wine pairings, gift giving, brands, and vintage information.

For clients who annually spend \$5,000 or more with Vinfolio, a personal executive wine specialist is assigned as part of the Priority Program. Membership in the program entitles them to advance notification of new rare wines for sale as well as discounts on shipping, storage and other services.

Visit [vinfolio.com](http://vinfolio.com) for a complete look at the wine for purchase and services available.

