



What Are Bordeaux Wine Futures?

What does this mean? Futures in the wine trade are wines that are for sale before the wines are bottled and delivered. The sale of wine futures has generally been the domain of the Bordeaux wine trade for decades. In Bordeaux, wines are offered for sale by each chateaux in the spring following the harvest and crush. The offer is made when the wines are still aging in the barrels -- before the wine is bottled or shipped to the markets. It all begins in the year the grapes are grown, The wine vintage is determined by the year in which the grapes are grown, harvested, crushed and the juice placed in barrels. Thus, for example, the "2009 vintage" refers to the wine produced from the grapes that were grown, harvested, crushed and placed in the barrels in the year 2009. In the spring of the year following the "crush" the wine is sold before it is bottled. The sale of the wine before it is bottled and delivered is the sale of wine as "futures" -- wine to be bought in the present but bottled and delivered in the future. As part of the sale of wine futures, the Bordeaux chateaux sells wine in France to a negociant, In turn, the negociant sells the wine to retailers or to importers who then sell the wine to retailers. At the time the wine is purchased as a future, delivery is still approximately 2 years away. In turn, the retailer offers the same wines for sale to consumers as wine futures.

Why Purchase Wine Futures?

There are several reasons to purchase wines from Bordeaux as a future. First in good vintages one who can purchase futures assures himself of obtaining the wine. Wine is a commodity. Only a certain amount is produced each year. In good vintages the demand for the wine can be, naturally, high. The market for wines from Bordeaux is worldwide. For such good vintages high demand means that it will be more difficult to assure oneself of obtaining the wine, especially wines from the more prestigious and highly rated chateaux. Also, since the wines are offered for sale two years before delivery if one waits until delivery there may not be availability at a reasonable price, Second, in some cases buying wine as a future protects one against higher prices for the same wine in the future, The cost of Bordeaux wines can increase (or decrease) over time, The initial price offered for the futures can be lower when it is first offered than subsequent offerings or when the wines appear on the retailer's shelf, By purchasing wine futures, the consumer is locking in the price for the wine. Of course there are risks, The most significant risk one takes in purchasing the wine as a future is that the price will not increase or that the price will decrease. Also, the price of the wine at various times can be affected by the economy.

What To Look For In Wine Futures.

In purchasing wine futures common sense applies. Buy from only reputable retailers. Remember, the wine you purchase and pay for today will not be delivered for nearly two years. One wants to make sure that you purchase from a retailer who is well established. Applejack Wine & Spirits has been in business for nearly 50 years. It is the greatest single store in the country. Applejack has been selling wine futures for nearly twenty years. Every bottle purchased as a future has been delivered. What more could one want. Applejack is in the unique position of being able to purchase large quantities of allocated items at great prices. This allows Applejack to sell the futures to consumers at great prices.

How To Purchase Wine Futures.

It is easy to purchase Bordeaux Wine Futures from Applejack Wine & Spirits. Commencing in the spring of each year, Applejack will publish a list of Bordeaux wine offerings for the most recent vintage. The list will be updated on a continual basis as new wine futures are being purchased by Applejack. (Wines are continually released by the chateaux over a two-month period. Generally the last wines offered for sale are the first growths such as Mouton Rothschild, Latite, Haut Brion, Margaux and Latour.) As the wines are listed by Applejack you should place your order for those in which you are interested. As additional wines are listed you can add to your order. Because there are often limited quantities available, your order is not final until confirmed by Applejack Wine & Spirits. Once confirmed, payment of the order in full is required within 5 business days. Keep in mind that the prices for certain wines may change from one day to the next. Applejack is continually buying wine. As the demand for wines from specific chateaux increase the price goes up. Applejack is constantly buying more wine and will adjust the price as required. So to ensure the lowest possible price it is often best to buy early as soon as the offering is made. Once your order is confirmed and payment is received the wine is yours. Delivery of the wine will take place approximately 2 years later. Delivery is at Applejack Wine & Spirits. You will receive notice when your wine is available for pick-up. Once you receive such notice pick-up at Applejack is required within 30 days. Customers will be charged \$10.00 per month, per case, for storage beyond the thirty-day period.