

# A WINE CELLAR

- TO CALL YOUR OWN -

Nothing showcases your impeccable taste better than your own private wine cellar – and what better surrounding for such a luxury than a Cachet Estate home? This latest trend in today's upscale housing market is becoming more popular all the time. According to Frank Montanaro, Ontario Sales Manager of Dionysus Brands – a private agency for exclusive brands of wines and spirits – more and more people who have some background and love for wine are adding wine cellars to their homes. Montanaro has created many fine cellars for private users and collectors alike; designing and stocking cellars that hold as few as 500 to 600 bottles to as many as 15,000 bottles.

Whatever the size, all wine cellars share the same features – a separate room that is insulated to R20 with a temperature control compressor and a racking system. Within the category however, are rooms from the very modest to the absolutely elaborate – rooms that are stunning retreats with granite floors, impeccable wood walls, with comfortable tasting areas sublimely furnished. Most people find that a basement wine cellar is ideal – and this location is particularly popular in many Cachet Estate Homes that come standard with a finished basement.

So how do you go about getting your own private wine cellar? The first step, is to find an expert, like Frank Montanaro to help. Montanaro has an extensive background in wine that started with a career with the LCBO between 1984 and 1991. In those days, consumers were wont to spend between \$5.50 and \$6.00 for a bottle of wine. But the times have changed. Consumers today are more educated about the finer qualities of wine. This year alone, wine sales have overtaken beer sales for the first time in



By JUDY HAZAN

**As distinctive entertaining at home has continued to rise in popularity, so too has the demand for private wine cellars.**

history. Today's consumer thinks nothing at all about spending \$18 for a bottle of wine and \$48 or \$50 for a bottle of liquor.

So why the popularity of home wine cellars? There are basically two groups of people who want wine cellars; collectors of fine wines and connoisseurs who like to entertain at home. Just as the trend in Cachet Estate Homes has been for bigger and better kitchens with built-in appliances, granite countertops and separate serveries, so too has demand for personal wine cellars increased. It's all about providing quality entertainment at home. Consumers today are into gourmet cooking – and having the perfect

wine right at hand is part of the convenience as well as the chic of hosting. There's also a certain economy at play. The same bottle of wine that might sell in a restaurant for \$100, can be purchased at the liquor store for \$40. For people who entertain often, a wine cellar is the perfect accoutrement.

Enter Frank Montanaro. Should you be in the market for a wine cellar, this is where you might begin. Montanaro would meet with you in your home to determine your needs and to explain the process of building a wine cellar in detail. The next step would be for you to design or work with a designer or your builder to create the room itself. Once the room itself has been created, Montanaro takes care of the racking, the temperature control and the installation. A modest wine cellar, once the room has been built and decorated, costs around \$2500. And that's before a single bottle of wine has been lovingly placed inside.

At this point, Montanaro would provide you with advice about the various wines to stock inside the cellar in your Cachet Estate home. He bases his advice on your personal preferences as well as classic choices. Working from catalogues of wines from all over the world – New World and Old World, selections befitting your personal tastes would be ordered and delivered to your very own wine cellar, awaiting just the right moment for you to decant it and share it with friends and family. ©

Frank Montanaro is the Ontario Sales Manager of Dionysus Brands Premium Wines, Spirits & Beers, located at 173 Finch Ave., West Toronto, Ontario M2R 1M2.

For more information about stocking the wine cellar in your Cachet Estate home, contact Frank Montanaro at (416) 804-3753 or send email to [frankmontanaro@rogers.com](mailto:frankmontanaro@rogers.com)