

Keep safe the liquid treasures

by Judith Ki

Hong Kong is a city with an exponential growth in wine trading and consumption volume, such that it is not surprising at all when it comes to wine storage facilities and service providers – they are seen increasing in numbers continuously, but still limited. One that has recently opened and worth a mention is Wine Bank, which has seen thus capitalized on this opportunity in the market. It is conveniently located in Tsuen Wan, less than half-an-hour's drive across the border from Mainland China and 20 minutes from the

Central Business District and the Hong Kong International Airport. Yet, whilst all wine storage places actually take pride in being highly obtainable, Wine Bank has made a further and bolder move by situating itself in a brand new A-grade instead of an old industrial building, where upon entering its high-class marble lobby one is greeted and stunned by the panoramic harbour view. "Like choosing a bank, one would favour to bank with someone with a better reputation, facilities and security to deposit their savings," Manager Director Frederick Yip, young son of Freddy Yip who is the founder and also



An optimal condition for wines to settle and age

CEO of a local travel agency, says. "To some collectors, wines are their investment, their asset, so we believe this principle applies when selecting an environment to house their collections." He adds that to think logically, storage conditions of fine wines should reflect their prestige for they are luxury items that simply deserve better care. In the manner of wine storage, the young man utilizes his own pair of capable hands by applying his 14 years of expertise in the IT field into designing the latest technologies, including, of course, an ultra-modern climate and security controlled facility to ensure optimum conditions for wines to reach their full potential with grace. What is more, cellars are open for clients' full customization for an extra touch of uniqueness. Wine Bank features also the Tasting Lounge, a convenient retreat for the enjoyment of fine wines and relaxing moments with likeminded friends. With a contemporary design, it is equipped with a range of entertainment systems such as barbecue and karaoke; and more importantly, it is an event space for tastings, pairing dinners

and classes – to let clients aspire to winemakers and Masters of Wine while they "extract the greatest potential" from their precious produce. It is a win-win situation. Clients love this place for its convenience and comfort that comes with a sense of luxury, therefore, besides the 270-degree sea view that is particularly breathtaking at night, it is the seamless delivery service that impresses. Supported by solid IT infrastructure and integrated operation for warehousing and transportation it ensures safe and on-time arrivals of the clients' treasured drops, whether they are from their favourite winery, retailer and wine club or to any specific destination. Today, Frederick Yip takes full charge of Wine Bank's daily operation, where he is also leading in the implementation of an electronic wine market to allow members to efficiently perform transactions, and utilizing computer systems to automatically match pricing data to clients' inventories to help make smarter investment decisions. It did start up later than existing, known wine storage facilities but with its unique selling point, it is more than enough.

1. Managing Director Frederick Yip, his father Freddy Yip and General Manager Danny Chan. 2. Peaceful lounge to chill out. 3. Bar area adding emotion to the wine tasting experience. 4. Bright marble lobby of the A-grade building where Wine Bank resides. 5. Sky garden overlooking the panoramic harbour view from the 20th floor of the building. 6. Wine Bank clients can enjoy a sip of wine at the comfy Wine Tasting Lounge. 7. Security controlled cellar rooms down the hallway. 8. Cosy lounge to stay away from the hustle of the city.