

Craftmanship: Guaranteed for Life



The founders of Genuwine Cellars: Lance Kingma (left) and Robb Denomme (right).

Over ninety per cent of the cellars that Genuwine designs and installs are residential. Robb Denomme, the CEO and co-founder of Genuwine Cellars, links the growing interest in personal cellaring to the increased accessibility of wine culture and the broadened education of wine consumers—thanks, in part, to the efforts of private wine stores. Good wine becomes great wine with age, and it is more economical to buy a wine young and store it before it ages into an exclusive wine or is no longer available at your wine store.

Genuwine is involved at every stage of your wine cellar building process, including consultation, planning, design, construction and installation. The staff at Genuwine collaborate closely with clients to ensure that the development of their cellars reflect the manufacturers' expertise and represent the clients' own concepts of design and personal expression.

A WINNIPEG WINE CELLAR

In September of 2007, Genuwine was approached by a local Winnipeg resident to install a wine cellar into the basement of a new home. The project began with an on-site consultation. Genuwine assessed the ideal space for the residential cellar, and began working with the original blueprints of the house in order to draft architectural hand drawings of the wine cellar design concept.

The clients were presented with material samples, including wood, paint, stain, tile, glass, hardware, and other product options, allowing them to choose the ideal components for their residential cellar. The vision was to have a finished product that recreated the ideal storage conditions of an authentic underground wine cellar, which also appeared as though part of the original home construction and contemporary design décor. In keeping with the accents of their home, Genuwine assisted the clients in choosing premium grade solid maple and mahogany, ultra-white LED lighting, stainless steel mesh backsplash, polished slate flooring, tile and wood countertops, and sophisticated glass shelving.

Genuwine then utilized their extensive technical presentation capabilities to create a CAD (Computer Aided Design) model

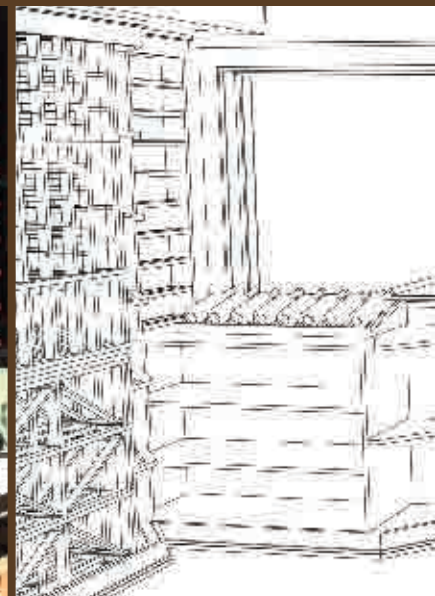
Winnipeg-based Genuwine Cellars has been producing wine cellars of unmatched quality and design since 1995. Drawing on three generations of experience, Genuwine has designed and installed wine cellars across North America and Europe. At the heart of their craft is their passion for wine and their commitment to providing discerning clientele with the ultimate solutions in wine storage, presentation and preservation.

of the wine cellar. This detailed, full-colour 3-D rendering allowed the clients to “walk through” their cellar in virtual reality, and make any further decisions with respect to layout, product and design.

Construction of the wine cellar took several months. One of the unique challenges of the space included a raised basement window, which had to be blocked and sealed in order to prevent the elements from infringing upon the environment of the cellar. According to Denomme, what many wine enthusiasts don't realize is that a cellar is “nothing like a closet.” The perfect wine cellar allows for absolute control over temperature and humidity, and this requires that cellars be engineered down to the smallest detail. The construction process is one of the most important phases of building a wine cellar and Genuwine has perfected this process.

After the unified millwork unit was set into position in the client's basement, Genuwine installed a mechanized, state of the art cooling system. Cooling the air with water and low velocity fans keeps the climate inside the cellar resistant to fluctuation and allows wine to age in a perfectly controlled environment. Genuwine cellars are sealed using products that are specially designed for wine preservation; in fact, all materials used by Genuwine are free of odours and toxins, to ensure that all wine matures and tastes just as the winemakers intended.

Once all of the components of the residential cellar were intact, Genuwine set the temperature and relative humidity to the perfect levels. A thermal insulated glass door with a threshold was installed and the cellar was complete. Thrilled with the look, shape and feel of their new cellar, Genuwine's client reached the climax of their cellar-building process: filling the shelves. With Genuwine's lifetime guarantee of craftsmanship, the wine will age, but the cellar remains timeless. These Winnipeg wine enthusiasts will enjoy the ideal in climate, storage and design in their cellar, and will continue to savour the best wines that the cellar has to offer for years and years to come.



www.genuwinecellars.com

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the future of tradition