

Wine Cellar Budget Overview

“How much of an investment is entailed in building a wine cellar?”

The answer to this question must ultimately be client-driven because the spectrum of alternatives ranges from entry-level to ultra-premium.

NOTE: a wine cellar is one of those luxury objects that contain massive price variations between entry-level and the high-end. Think: watches, automobiles, stereo equipment. All of these items are attainable at the entry-level for reasonable prices. But you could also invest significantly more on each if you demand “the best.”

Genuwine Cellars is unique in the wine cellar industry in being able to offer options at both the entry-level and also at the ultra-premium level (and everything in between). Determining where you would like to land on that spectrum is a matter of becoming more informed of what is entailed in this investment, which is the purpose of this document.

Investing in a Wine Cellar

A fully-enclosed, climate-controlled wine cellar is a multi-faceted construction project involving many elements and often several different vendors. There is no such thing as a custom-wine-cellar-in-a-box sitting on the shelf and available for purchase immediately at a price of \$_____ dollars.

As a design-oriented firm, we like to present options. But we also pride ourselves on being able to work within a budget. To that end, our initial conversation with clients always involves some discussion of budget as that number will be the key driver dictating: design, wine racking options, materials, finishes, and more.

We provide the following worksheet as an overview for our clients (and prospective clients) to all of the elements potentially involved in the construction of a custom wine cellar.

This worksheet breaks down each section so when you begin collecting quotes, you are armed with some knowledge to determine what is (and what is not) included.

Wine Cellar Budget Overview – Genuwine Cellars

Here is an overview of the elements involved in constructing a custom wine cellar. For each element, we list who generally performs the work involved (Genuwine or other), and we provide a brief note outlining each.

Project Element	Work Typically Performed/ Provided By	Notes
WINE CELLAR DESIGN	Genuwine	<p>What is Generally Involved?</p> <p>Design can include: formal design presentations with material specifications, initial engineering for climate control, physical samples, design revisions, photo-realistic renderings, site visits.</p> <p>Notes on Costs</p> <p>Costs vary here, starting at “free”</p> <p><i>Note: A custom wine cellar is a significant investment, never mind the subsequent investment in wine afterwards. Opting for “free design” will likely lead to a getting-what-you-paid-for scenario.</i></p> <p>Why Genuwine?</p> <p>Genuwine's Design Loft is an ultra-specialized unit dedicated solely to the design and engineering of wine cellars. We will not only design a world class custom cellar for you but we will also ensure that it will function properly.</p>
ROOM PREP	Your Builder/ Contractor	<p>What is Generally Involved?</p> <p>Work can include: room demolition, framing, drywall, insulation, vapour barrier, paint, wallpaper, flooring, electrical rough-ins, plumbing rough-ins.</p> <p>Notes on Costs</p> <p>Costs can vary here based on a number of factors:</p> <p>a) Contractors vary in how they charge for these services, from reasonable and fair to outrageous and unscrupulous. It is usually a prudent idea to ask us to review your room construction quote before you proceed;</p> <p>b) Material selections will affect price, most notably the type of insulation you select.</p> <p>c) Known and unknown construction obstructions can affect costs. Issues can arise (perhaps discovered only after walls come down) with respect to: plumbing, ductwork, electrical, structural support, etc.</p> <p>d) Regional differences can affect price. Contractors in Manhattan generally charge more than contractors in rural North Dakota.</p> <p>Why Genuwine?</p> <p>Although Genuwine does offer 100% turnkey services, it is often more economical to have your builder perform some of the initial work.</p>

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		Typically, we would provide your contractor/builder with our Wine Cellar Construction Guide, along with a custom Electrical/Lighting Plan and Climate Control Plan.
ELECTRICAL	Builder/ Contractor/ Electrician	<p>What is Generally Involved?</p> <p>Work can include: roughing in overhead lights; preparing junction boxes for feature lighting; preparing/relocating light switches for overhead and feature lighting; tying the electrical into a home's integrated computerized system; and preparing for cooling units.</p> <p>Notes on Costs</p> <p>Costs vary depending on electrical requirements of your lighting plan (negligible to moderate) and on the size and scope of your cellar.</p> <p>Why Genuwine?</p> <p><i>Genuwine will relay its specifications to the electrician on site and prepare formal Lighting and Electrical Plans for your wine cellar as required.</i></p>
WINE RACKING	Genuwine	<p>What is Generally Involved?</p> <p>Can include traditional wood racking, contemporary wood racking, metal wine racking, glass wine racking and other alternative materials.</p> <p>Notes on Costs</p> <p>Quality levels of wine racking (and their materials) vary from good to "best of best."</p> <p>Material selections will vary the cost significantly. Rare exotic wood species, custom metallic backsplashes, and other ultra-premium materials will drive costs higher.</p> <p>Also, the more custom and the more unique you want your cellar, the higher the investment</p> <p>Why Genuwine?</p> <p>Genuwine is recognized as the global quality leader in wine racking and wine cellar design. With respect to wine racking options, our selection is unparalleled and offers options across the price point spectrum.</p>
MILLWORK	Genuwine	<p>What is Generally Involved?</p> <p>Can include: air grilles (for ducted cooling units), cabinetry, pilasters, arches, counters, peninsulas, tables, bottle displays, shelves, trim, base and crown mould, and specialty custom features</p> <p>Notes on Costs</p> <p>The same quality/materials/custom considerations mentioned with wine racking are also at play with millwork</p> <p>A wine cellar is all about how it is dressed up, so the millwork could play a substantial role in the cost depending on the project.</p>

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		<p>Why Genuwine?</p> <p>Genuwine's production team is comprised of skilled woodworkers and craftsman. It is rare for us to produce only wine racking as accompanying millwork is often integral to the overall design of most of our cellars, especially those following a traditional bent.</p>
<p>CELLAR DOOR and GLASS WALL & DOOR SYSTEMS</p>	<p>Genuwine</p>	<p>What is Generally Involved?</p> <p><u>Wine Cellar Door</u></p> <p>Can include: standard doors, arch doors, double doors, sidelights, sidelights with bottle displays, doors with ironwork, designer doors,</p> <p><u>Glass Wall and Door System</u></p> <p>Can include: glass walls, glass doors, windows, glass shelves, glass counters and more.</p> <p>Notes on Costs</p> <p><u>Wine Cellar Door</u></p> <p>Another element that can vary wildly in price depending on consumer selections.</p> <p><u>Glass Wall and Door System</u></p> <p>Wine cellars featuring glass wall and door systems are impressive, but there is a notable cost associated with them.</p> <p>Glass upgrade options include:</p> <ul style="list-style-type: none"> a) Ultra clear glass (allows for more light penetration) b) U/V laminate (for wine rooms exposed to sunlight) c) Digital painting on glass d) Various textures and laminates <p>Why Genuwine?</p> <p><u>Wine Cellar Doors</u></p> <p>Genuwine's wine cellar doors have been specifically designed and engineered to work under wine cellar conditions so they will not warp or twist.</p> <p><u>Glass Wall and Door System</u></p> <p>You may be able to find less expensive glass wall/door quotes, but based on our experience, the end-product will not be the same, and you will likely be compromising the climate-controlled environment, which could cause your cooling unit to fail prematurely. So costs saved upfront are often only paid back twofold (or more) later on.</p> <p>Here are some other things to note:</p> <ul style="list-style-type: none"> a) Most glass professionals will not touch the demanding specifications required to create a sealed all-glass enclosure; and b) Everything from the proper thickness and type of glass to the hardware and seals has been tried and tested by Genuwine for over a decade

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<p>WALL CLADDING</p>	<p>Genuwine</p>	<p>What is Generally Involved?</p> <p>Wall cladding is an optional add-on that involves affixing wood panels behind your wine racks. This is often not necessary as a finished painted wall will suffice, and may in fact add another design element to the room that wall cladding would not.</p> <p>Notes on Costs</p> <p>The investment for wall cladding is relatively low, but for reasons stated above, foregoing wall cladding may be a desirable option and a good way to stay within budget.</p> <p>Why Genuwine?</p> <p>If you elect to have wall cladding, it makes sense to use the same wood and same finish as your wine racks.</p>
<p>CLIMATE CONTROL</p>	<p>Genuwine</p>	<p>What is Generally Involved?</p> <p>Can include: wine cellar cooling units; cooling unit add-ons to accommodate specific environment requirements (e.g., humidity control, high ambient climate, heaters, etc.); Climate Control Plans; cooling unit installation including ducting design.</p> <p>Notes on Costs</p> <p>Cost vary depending on the quality of cooling unit you choose. High end models will have better durability over the long run which should be taken into consideration when comparing against lower-cost, but less durable units.</p> <p>Why Genuwine?</p> <p>Climate control is the element that gives most people trouble and is the key element that must be executed correctly if potential errors are to be avoided.</p> <p>Genuwine engineers its wine cellars to work with the leading brands of wine cellar cooling units in order to create a consistent internal temperature of 55F, with regulated humidity. We offer good, better and best options as required.</p>
<p>LIGHTING</p>	<p>Genuwine (feature lighting) Other (overhead lighting)</p>	<p>What is Generally Involved?</p> <p>Can include: Accent lighting, angled-bottle display lighting, feature LED ribbon lighting, spot lighting; overhead pot lights, feature fixtures, motion sensors,</p> <p>Notes on Costs</p> <p>Typically Genuwine supplies U/V-free, low-heat, LED feature/accent lighting.</p> <p>Genuwine will often specify overhead lights, including pot lights and feature fixtures, and while we can supply every element of a wine cellar, it is often more economical to have your local contractor supplies these elements.</p> <p>Feature lighting can give your wine cellar true wow-factor, and is definitely good value for money.</p>

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		<p>Why Genuwine?</p> <p>Genuwine uses wine-friendly LED accent lighting.</p> <p>With respect to preparing the cellar for lighting, Genuwine will relay its specifications to the electrician/designer and will prepare a formal Lighting Plan if required.</p>
SPECIALTY MATERIALS	Genuwine and Other	<p>What is Generally Involved?</p> <p>Can include: marble counter- and tabletops; stone pillars; stone wall-cladding; backlit amethyst; custom wrought ironwork; repurposed wine barrel flooring; water features; converted wine barrels; cork flooring/displays; custom murals/artwork; artisanal glass; Architectural-grade-meshes, -resins, -acrylics, -veneers, wallpapers and -laminates</p> <p>Notes on Costs</p> <p>Virtually anything that you can imagine can be incorporated into a wine cellar provided it is wine-cellar safe. Costs can vary from reasonable to extravagant.</p> <p>Why Genuwine?</p> <p>The supply of specialty materials is generally determined by accessibility, budget and convenience. For example, readily available marble countertops are more likely to be sourced locally than artisanal glass walls that require specialty cutouts to accommodate our wine racking.</p>
CUSTOM HUMIDOR	Genuwine	<p>What is Generally Involved?</p> <p>Can include: built-in humidor drawer; slide-out humidor pillar; feature humidor with glass and lighting; mechanical for the purposes of creating a separate climate controlled environment for cigars; and full walk-in humidor options</p> <p>Notes on Costs</p> <p>Custom humidors vary from small, 40-cigar humidors to full-scale walk-in humidors crafted entirely from Spanish Cedar</p> <p>Why Genuwine?</p> <p>Genuwine has crafted custom humidors for nearly as long as they have created custom wine cellars. All of our humidors are custom made and include microprocessor-based electronic humidifiers with humidity displays</p>
ROLLING LADDER	Genuwine	<p>What is Generally Involved?</p> <p>Can include: all-wood ladders; all-metal ladders; combination wood/metal ladders; sliding rails and hardware; rolling wheels with brake stops</p> <p>Notes on Costs</p>

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		<p>Custom made rolling ladders include the ladder, rung guards, all hardware, standard length of rail and brake stops. Costs escalate for ladders taller than eight feet and for rail-runs longer than 8'.</p> <p>All-metal ladders are substantially more costly than all-wood ladders.</p> <p>Why Genuwine?</p> <p>Genuwine's craftsman are skilled woodworkers, and it makes sense to use the same wood and same finish on your ladder as on your wine racks.</p>
INSTALL	Genuwine	<p>What is Generally Involved?</p> <p>Includes: installation of wine racks and millwork; installation and setup of cooling unit including ducting; installation of lighting; installation of door; glass wall and door systems; installation of humidior</p> <p>Notes on Costs</p> <p>Installation costs depend heavily on the size, scope and complexity of the project; client preference (and proximity); and your contractor's skill level/confidence.</p> <p>For simple straightforward installations, it may be more cost-effective to have your local contractor install your wine cellar than to have our team travel to your project site.</p> <p>For larger, more complex projects, it is suggested that a dedicated wine cellar professional be involved in the installation.</p> <p>Why Genuwine?</p> <p>Genuwine Cellars is a 100% turnkey wine cellar builder that has installed wine cellars all over the world for nearly twenty years.</p> <p>Many of our clients prefer to have Genuwine install their wine cellar, and the result is typically a much more seamless, expedient process for the client.</p> <p><i>NOTE: Opting for a Genuwine installation includes white-glove delivery of your wine cellar, which not only represents a cost-savings, but also provides a sizable degree of assurance knowing that your investment will arrive in perfect condition.</i></p>
DELIVERY	Arranged by Genuwine with options for Genuwine-direct delivery	<p>What is Generally Involved?</p> <p>Can include: standard freight delivery on packaged skids; custom form-fitted containers; options for white-glove door-to-door delivery; overseas door-to-port and door-to-door delivery.</p> <p>Notes on Costs</p> <p>Options exist for standard freight delivery; rush delivery and 'white-glove' door-to-door delivery by Genuwine Cellars direct.</p> <p>Why Genuwine?</p> <p>Genuwine receives excellent shipping rates and will secure a custom shipping quote for you after your project has been packaged.</p>

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		<p>If you opt for door-to-door white glove delivery by Genuwine, one of our installation teams will package your project, drive it directly to your project site and unload it for you.</p>
<p>INVENTORY SYSTEM / ADVICE</p>	<p>Genuwine</p>	<p>What is Generally Involved?</p> <p>Can include: Sommelier advice on initial cellar stocking; computer inventory hardware and/or software (e.g., eSommelier); professional wine cellar organization/cataloguing (e.g., for insurance purposes); wine education</p> <p>Notes on Costs</p> <p>With respect to inventorying your collection, costs vary from using simple bottle tags to implementing a state-of-the-art computerized inventory system complete with bar code scanner.</p> <p>Regarding Sommelier advice, costs vary depending on the level of experience and training of the wine professional, and the scope of the services/advice required</p> <p>Why Genuwine?</p> <p>Genuwine's in-house Sommelier has wine-focused experience in restaurant, retail and wine cellaring. Half-day and full-day consultations are available to assist you with inventorying your collection, providing wine investment advice and offering wine education.</p>