

2021

A Year of Extraordinary Innovation and Growth

53
Auctions

14,150 Lots Sold \$1.4 billion

in auction sales since 1995

Bidders from

56 countries

\$132 million

Achieved in Auction Sales

Standout 2021 Auction Lots:

4 bottles comprising

Glenfiddich: The 1950s Collection

sold for \$1.4 million in Edinburgh

24 bottles of

"Sun Flower" Kweichow Moutai 1974

sold for \$1.4 million in London, achieving the highest price for a single lot of Moutai outside of China

Methuselah of 2000

Domaine de la Romanée-Conti Romanée Conti

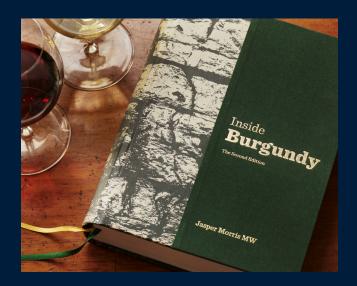
sold for \$404,600 in Beaune

9 bottles of 1990

Domaine de la Romanée-Conti Romanée Conti

from Wines from the Cellar of Joseph Lau Part II sold for \$450,590 in Hong Kong

Inside Burgundy 2nd Edition by Jasper Morris MW launches in 2021



In October of 2021, Sotheby's was thrilled to announce the release of the Second Edition of Jasper Morris MW's highly respected book Inside Burgundy, offered exclusively for sale by Sotheby's Wine in the United States.

Inside Burgundy joins Inside Bordeaux by Jane Anson and The New Sotheby's Wine Encyclopedia by Tom Stevenson in Sotheby's growing selection of comprehensive guides, offering further insight and enhanced appreciation of the world of wine to our clients.



Sotheby's Own Label Collection expanded with the addition of six new wines, increasing its existing 13-bottle selection to 19 bottles, available via the brand's flagship retail store in New York as well as online at sothebyswine.com.

Sotheby's Wine Indices

BURGUNDY LEADS THE WAY, KEEPING HEAD OF THE S&P 500



The Sotheby's Wine Indices are a useful interactive tool available on our website where the user can choose the timeframes to compare the market performance of different wine regions with the financial markets. If you want to see how your favourite wine region measures up, engage in your own analysis here:

SOTHEBYS.COM/WINE

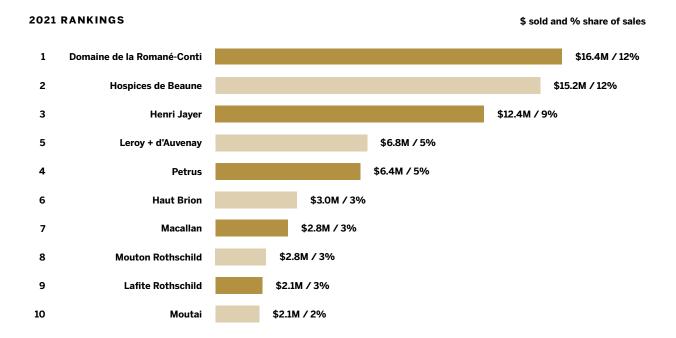
Annual Producer Rankings

AUCTION AND RETAIL

Hospices de Beaune Comes Close to Domaine de la Romanée-Conti as the Top Producer

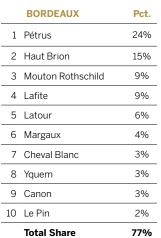
Producers from Burgundy represented the top four rankings, while Bordeaux supplied another four of the top 10, joined by Macallan and Moutai.

The 161st Hospices de Beaune auction was Sotheby's first auction in our five year partnership. This resulted in the Hospices de Beaune joining DRC at the top of the annual producer rankings. Moutai also entered the top rankings for the first time.



Producer Rankings







	BURGUNDY	Pct.
1	Domaine de la Romanée-Conti	29%
2	Hospices de Beaune	26%
3	Henri Jayer	22%
4	Leroy + d'Auvenay	9%
5	Rousseau	3%
6	Ramonet	1%
7	Roumier	1%
8	Coche-Dury	1%
9	Leflaive	1%
10	Bizot	1%
	Total Share	94%



	Total Share	94%
10	Billecart Salmon	1%
9	Pol Roger	1%
8	Veuve Clicquot	1%
7	Taittinger	2%
6	Bollinger	4%
5	Sotheby's	7%
4	Salon	8%
3	Louis Roederer	20%
2	Krug	23%
1	Dom Pérignon	26%
	CHAMPAGNE	Pct.



	RHÔNE	Pct.
1	Paul Jaboulet Aîné	52%
2	Jean Louis Chave	16%
3	Guigal	11%
4	Rayas	5%
5	Beaucastel	4%
6	Henri Bonneau	2%
7	Auguste Clape	1%
8	Pegau	1%
9	Chapoutier	1%
10	Gangloff	1%
	Total Share	93%







	UNITED STATES	Pct.
1	Screaming Eagle	39%
2	Harlan	7%
3	Araujo	7%
4	Opus One	4%
5	Sine Qua Non	4%
6	Colgin	3%
7	Dominus	2%
8	Joseph Phelps	2%
9	Peter Michael	1%
10	Continuum	1%
	Total Share	72%



	SPIRITS	Pct.
1	Macallan	20%
2	Moutai	13%
3	Karuizawa	12%
4	Bowmore	8%
5	Glenfiddich	7%
6	Talisker	4%
7	Hanyu Ichiro	3%
8	Yamazaki	3%
9	Gordon & MacPhail	3%
10	Dalmore	2%
	Total Share	74%

ANALYSIS

48% of Bordeaux sale value attributed to Petrus, Haut-Brion, and Mouton Rothschild

26% of Burgundy sale value attributed to Sotheby's new partnership with the Hospices de Beaune

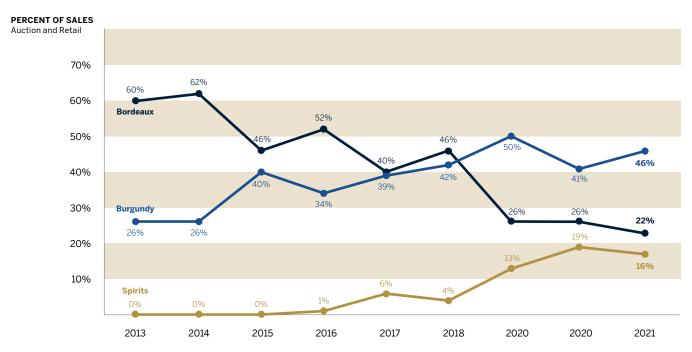
52% of Rhône sale Value attributed to Paul Jaboulet Aîné which lead the way as a result of our cellar direct sale Celebrating 100 Years of Hermitage La Chapelle in London in December

No. 5 place in Champagne held by Sotheby's Own Label Champagnes - up from 7th place last year

No. 8 place in Italy held by Sotheby's Own Label wines with the introduction of three new Italian wines

Demand for Burgundy Remains Strong

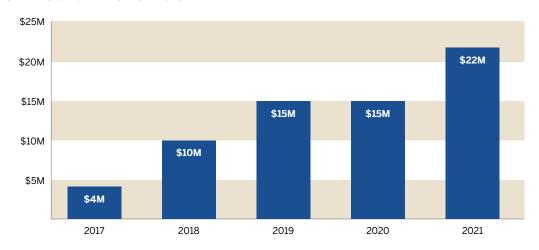
LARGEST CATEGORIES AS PERCENT OF ANNUAL SALES



As a result of Sotheby's successful relationship with the **Hospices de Beaune**, sales of Burgundy saw an additional increase of \$15 million, which meant that **Burgundy** regained more market share thus decreasing spirits as a percentage of overall sales.

Spirits Sales Grow in 2021

SPIRITS GROWTH SINCE 2016



Spirits represents an increasingly important secondary market, seeing a 42% increase in sales in the past year, even though the percentage of overall sales decreased. This along with the increase in Burgundy sales resulted in Bordeaux having an even lower share of the wine and spirits auction market.

2020 Bordeaux Futures Purchasing – Top 15 Châteaux

LAFITE ROTHSCHILD LED THE WAY

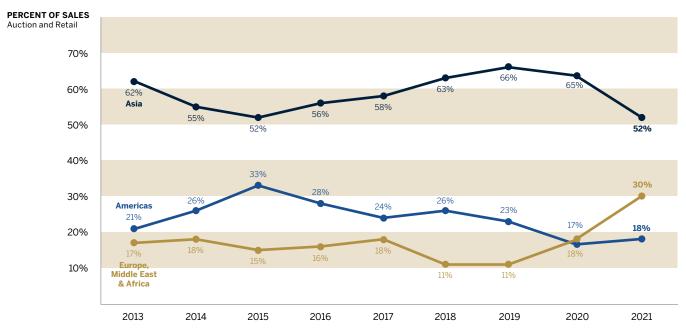
TOP FUTURES SALES

Ranking	Château
1	Lafite Rothschild
2	Margaux
3	Mouton Rothschild
4	Haut Brion
5	Cheval Blanc
6	La Mission Haut Brion
7	Ausone
8	Lafleur
9	La Conseillante
10	Vieux Château Certan
11	Canon
12	Lynch Bages
13	Trotanoy
14	Palmer
15	Figeac

Europe Climbs

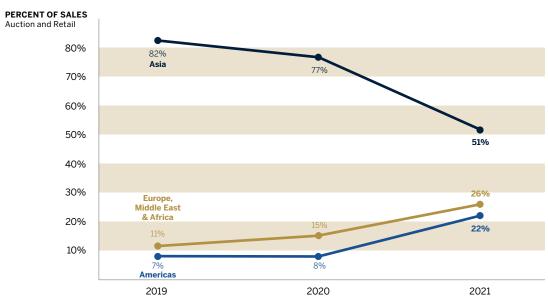
DUE TO HOSPICES DE BEAUNE AUCTION, WHILE ASIA CONTINUES TO DRIVE THE MARKET

GEOGRAPHIC DISTRIBUTION OF SOTHEBY'S WINE BUYERS SINCE 2013



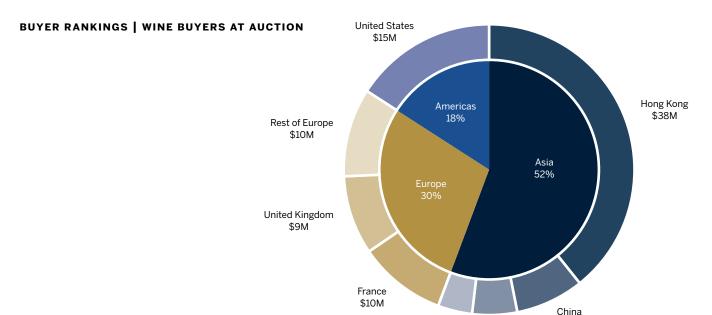
Asia still powers the Spirits market accounting for 51% of the global total, placing Sotheby's in market leadership position in the region for the fourth consecutive year. Spirits saw increased American and European interest, due to Sotheby's success with the Thoroughbred Collection, the first time a significant spirits auction focused exclusively on American whiskeys, and the first year of the Distiller's One of One charity auction which drove interest and bidding activity from European spirits lovers.

GEOGRAPHIC DISTRIBUTION OF SOTHEBY'S SPIRITS BUYERS SINCE 2019

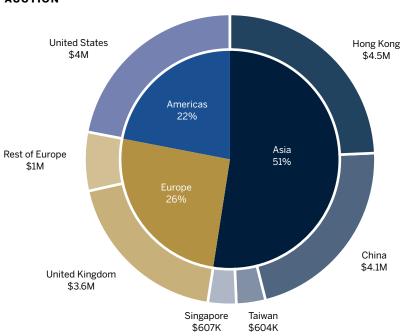


Where Sotheby's Buyers Are From

Hong Kong, USA and UK buyers accounted for 57% of auction sales in 2021. Partially due to the lifting of the 25% tariffs on French wine, we saw the USA share of buyers bounce back and become stronger in 2021. In addition, our French buyer base strengthened and increased as the Hospices de Beaune auction was introduced this year.



BUYER RANKINGS | SPIRITS BUYERS AT AUCTION



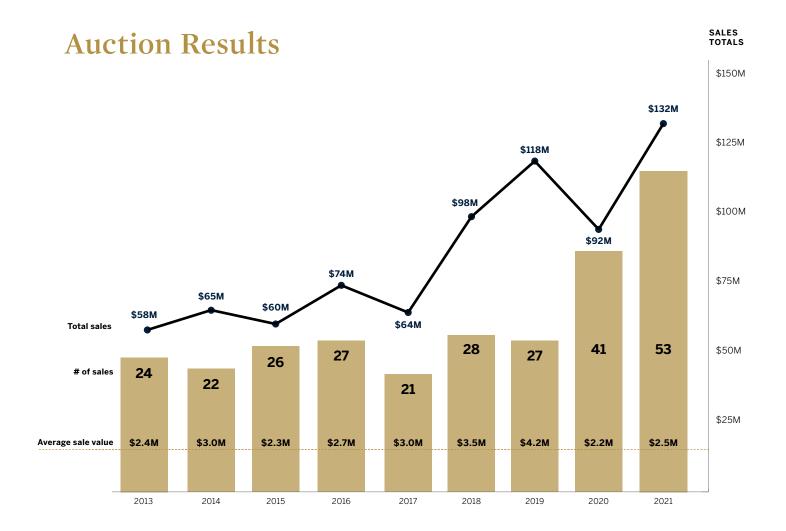
Taiwan

\$4M

Singapore

\$5M

\$7M



New Collaborations Drove Increased Auction Sales for 2021

Sotheby's held a total of 53 auctions with an average sale value of \$2.5 million.

Over the course of 2021 Sotheby's increased sales by 44% for a total of \$132 million. This growth was spearheaded by opening wine and spirits auctions in France, as well as innovative sales and partnerships including Hospices de Beaune, Distiller's One of One, and Tea Treasures.

2021: Nineteen Single Owner Sales

Wines from the Cellar of Joseph Lau

Estimate \$3,070,835-\$4,413,915
Achieved: \$6,771,402

Hong Kong 16 April 2021

Historic Vintages from a Great Bordeaux Cellar

Estimate: \$1,358,108-\$1,955,143
Achieved: \$3,476,261

Hong Kong 25 June 2021

The Marvellous Leroy Collection

Estimate \$2,686,082-\$3,703,984

Achieved: \$5,179,425

Hong Kong 8 October 2021

The Art of Living: Legendary Wines from the Cellar of Pierre Chen

Estimate \$11,313,839-\$17,075,269

Achieved: \$14,949,842

Hong Kong 9 October 2021

The Ultimate European Cellar from a Visionary Collector

Estimate: \$7,714,424-\$10,592,903

Achieved: \$15,677,706

Hong Kong 28 May 2021

The Distillers One of One

Estimate: \$1,625,633-\$2,633,752

Edinburgh 3 December 202

Legendary Vintages | An Important American Cellar

Estimate: \$3,232,200-\$4,801,400

Achieved: \$5,098,188

New York 16 October 2021

Whisky & Whiskey | The Three Continents Collection

Estimate \$1,152,200-\$1,646,350

Achieved: \$2,299,625

New York 11 December 2021

A Private Single-Owner Collection of Important Champagne and Burgundy, Part III

Estimate \$911,600-\$1,317,650 Achieved: \$1,794,625

New York 11 December 2021

Rauzan-Ségla & Canon | Direct from the CHANEL Vinevards

Estimate \$1,047,688-\$1,501,50

Achieved: \$1.955.255

London 29 October 202

Vine | A Stunning Collection of the Greatest Estates in France

Estimate \$1.090.719-\$1.493.975

Achieved: \$1,679,320

Hong Kong 22 January 2021

The Taylor Cellars | Burgundy, Bordeaux, Napa

Estimate \$915,900-\$1,294,950

Achieved: \$1,513,250

New York 13 March 2021

Only DRC | From Bottles to Methuselahs | The Inaugural Wine Sale in France

Estimate \$796,030-\$1,052,083

Achieved: \$1,544,449
Beaune 2 November 2021

The Thoroughbred Collection

Estimate \$314,300 – \$517,200

New York 30 April 2021

The Dalmore Decades: 1951 to 2000 | The Only Complete Collection | Direct from the Distillery

Estimate: \$513,800-\$1,027,600

Achieved: \$1,123,938

Hong Kong 8 October 2021

Landmark DRC | 1990 to 2010 | + More

Estimate: \$647,950-\$963,350

Achieved: \$1,191,500

New York 3-17 December 2021

Po Leung Kuk Charity Wine Online Auction – "Boundless Compassion – Solidarity in Action"

Estimate: \$40,884-\$56,659 **Achieved: \$60,039**

Hong Kong 23-29 March 2021

Vine | A Breathtaking Collection of Domaine Bizot + More

Estimate \$252,647-\$355,266

Achieved: \$642,339

Hong Kong 26 February 2021

Estimate \$400.000-\$700.000

Achieved: \$525,000

New York 11 December 2021

Leading the Market for Single Owner Sales

Sotheby's reputation for maximizing the value of the world's most prestigious collections is exemplary. Records have been repeatedly broken for the results achieved at auction, repaying the trust placed in us by a diverse client base.

Sotheby's Wine has now held a total of **109 Single Owner auctions** totalling \$475 million in sales. This result leaves no room for doubt that Sotheby's **continues to lead the market for Single Owner sales.**

Single Owner sales totalled 19 in 2021, with total sales hitting **\$75 million** and accounting for 57% of our global sales figure.

Sotheby's most valuable Single Owner sales:



Trans-scend-ent 2019 \$30 Million

The Don Stott Cellar: 30 Years of Collecting 1-IV 2015-2019 \$25 Million

The Cellar of William I. Koch 2016 \$22 Million

The Philanthropist's Cellar 2018 \$16 Million The Summit:
A Complete Cellar
2020
\$16 Million

7 The Ultimate European Cellar from a Visionary Collector 2021 \$15.7 Million

The Art of Living: Legendary Wines from the Cellar of Pierre Chen 2021 \$15 Million

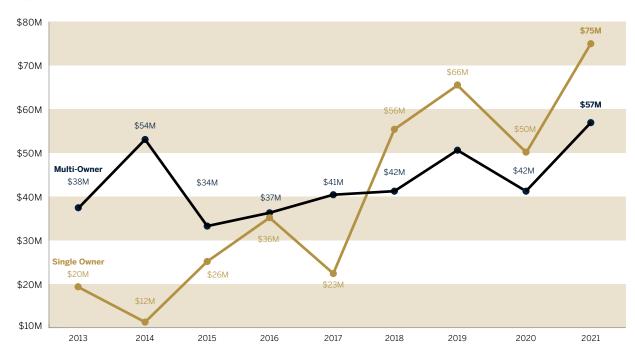
The Millennium Wine Cellar 1999 \$14 Million

The Ultimate Cellar 2011 \$12 Million

2021 Sales

SINGLE OWNER AND MULTI-OWNER SALES





Sotheby's Most Valuable Spirits Sales:







Commitment to Charitable Collaborations

In 2021 Sotheby's made a significant commitment to work together with charitable organisations, uniting collectors with special opportunities to acquire rare wines and whiskies, while giving back and benefiting the communities of each region.



Hospices de Beaune

Sotheby's partnered with the Hospices de Beaune for the first time in 2021. The 161st edition of the charity wine auction on 21 November brought over \$15 million for charity, with the legendary Pièce des Présidents achieving a record price of \$900.000.

'The Distillers One of One'

Sotheby's also partnered with The Worshipful Company of Distillers to collaborate with the Scotch Whisky Industry to raise funds for disadvantaged youths in Scotland. The auction took place at Barnbougle Castle near Edinburgh achieving \$4.1 million.



Additional Successful Partnerships

DIRECT-FROM-WINERY AND DISTILLERY SALES

CHÂTEAU MOUTON ROTHSCHILD

1-Dec Château Mouton Rothschild 2019 | Artist Label France
Reveal | First and Ultimate Lot

CHÂTEAU RAUZAN SÉGLA & CHÂTEAU CANON

29-Oct Rauzan-Ségla & Canon | Direct From London
The CHANEL Vineyards

ORNELLAIA

9-Sep Ornellaia Vendemmia d'Artista 2017 | Tomás Saraceno London

SEÑA

7-Oct Finest and Rarest Wines + Library Vintages Direct Hong Kong from Sena and Chadwick

EVA FRICKE

10-Sep The Rousseau Magnum Collection | Exclusive Releases London from Eva Fricke | Finest & Rarest Wines

DISTILLERY COLLABORATIONS

13-Mar	The Macallan 1967 Anecdotes of Ages Collection " A New Era Of Advertising"	New York
18-Apr	Rare Whisky & Moutai Live Including The Black Bowmore "Archive Cabinet"	Hong Kong
1-Sep	Distilled The Macallan Fine & Rare and The Prima & Ultima Collection (Direct from Diageo)	London
24-Sep	Distilled Whisky + Moutai + The Prima & Ultima Collection Second Release	Hong Kong
7-Oct	World's Oldest Single Malt: Glenlivet Gordon & Macphail Generations 80 Year Old 1940	Hong Kong
8-Oct	The Dalmore Decades: 1951 to 2000 The Only Complete Collection Direct From the Distillery	Hong Kong

AGED 49 YEARS

Sotheby's Opens Wines and Spirits Auctions in France



The inaugural wine sale in France took place on 2 November and featured exceptional wines from Domaine de la Romanée-Conti that came from an important European collection. It was 100% sold, achieving a double-estimate total of \$1.5 million.

On the occasion of the artist label reveal and for the first time ever, Château Mouton Rothschild teamed up with Sotheby's for an exceptional online auction of a single lot of the 2019 vintage. Illustrated by Olafur Eliasson, the 2019 label was revealed on the Sotheby's Platform, and a single lot benefiting the Bergonié Foundation was sold. This unique lot was composed of an exclusive double magnum with the label signed by the artist and family, six bottles, three magnums, an Imperial and the only Nebuchadnezzar released, realising \$182,525 (December).

Sotheby's Shines in Two New Categories of Rare, Collectible Beverages – Moutai and Tea



In June, 24 bottles of Kweichow Moutai "Sun Flower" 1974 sold for \$1.4 million at Sotheby's in London. This result established the highest price achieved at auction for a single lot or Moutai – China's most famous spirit – outside China



In December in Hong Kong, Sotheby's launched its first tea auction, presenting some of the world's most treasured Puerh to cater to an ever-growing market demand and the diversifying taste of today's collectors and tea drinkers totalling \$525K

Top Lots of 2021 by Category

DOMAINE DE LA ROMANÉE-CONTI

1	\$450,590	Romanée-Conti 1990
	\$50,066 per neck	9 bottles sold in Hong Kong
2	\$404,600	Romanée-Conti 2000
	\$404,600 per neck	1 Methuselah sold in Beaune
3	\$305,070	Romanée-Conti 2005
	\$25,423 per neck	12 bottles sold in Hong Kong
4	\$192,705	Romanée-Conti 1983
	\$192,705 per neck	1 Methuselah sold in Hong Kong
5	\$187,500	Magnum Assortment Case 1999
	\$31,250 per neck	6 Magnums sold in New York
6	\$187,500	Magnum Assortment Case 1995
	\$15,625 per neck	12 Magnums sold in New York
7	\$176,646	Romanée-Conti 1966
7	\$176,646 \$176,646 per neck	Romanée-Conti 1966 1 Jeroboam sold in Hong Kong
8		
	\$176,646 per neck	1 Jeroboam sold in Hong Kong
	\$176,646 per neck \$176,646	1 Jeroboam sold in Hong Kong Romanée-Conti 2005
8	\$176,646 per neck \$176,646 \$29,441 per neck	1 Jeroboam sold in Hong Kong Romanée-Conti 2005 6 bottles sold in Hong Kong
8	\$176,646 per neck \$176,646 \$29,441 per neck \$175,000	1 Jeroboam sold in Hong Kong Romanée-Conti 2005 6 bottles sold in Hong Kong Romanée-Conti 2005

DOMAINE HENRI JAYER

1	\$386,520	Vosne Romanée, Cros Parantoux 1989
	\$66,420 per neck	6 Magnums sold in Hong Kong
2	\$354,310	Vosne Romanée, Cros Parantoux 1990
	\$59,052 per neck	6 Magnums sold in Hong Kong
3	\$354,310	Vosne Romanée, Cros Parantoux 1999
	\$29,526 per neck	12 bottles sold in Hong Kong
4	\$289,010	Vosne Romanée, Cros Parantoux 1995
	\$24,084 per neck	12 bottles sold in Hong Kong
5	\$273,785	Vosne Romanée, Cros Parantoux 1993
	\$45, 631 per neck	6 Magnums sold in Hong Kong
6	\$273,785	Vosne Romanée, Cros Parantoux 1988
	\$45,631 per neck	6 Magnums sold in Hong
7	\$272, 999	Vosne Romanée, Cros Parantoux 1996
	\$22,750 per neck	12 bottles sold in Hong Kong
8	\$257, 680	Vosne Romanée, Cros Parantoux 1991
	\$21, 473 per neck	12 bottles sold in Hong Kong
9	\$257,480	Vosne Romanée, Cros Parantoux 1991
	\$42,913 per neck	6 bottles sold in Hong Kong
10	\$257,480	Vosne Romanée, Cros Parantoux 1985
	\$42,913 per neck	6 bottles sold in Hong Kong

DOMAINE LEROY

1	\$289,010	Musigny 1990
	\$24,084 per neck	12 bottles sold in Hong Kong
2	\$176,646	Musigny 1998
	\$29,441 per neck	6 bottles sold in Hong Kong
3	\$160,588	Chambertin 1999
	\$13,382 per neck	12 bottles sold in Hong Kong
4	\$144,506	Musigny 2009
	\$48,169 per neck	3 bottles sold in Hong Kong
5	\$136,499	Chambertin 1996
	\$11,375 per neck	12 bottles sold in Hong Kong
6	\$100,000	Chambertin 1991
	\$8,333 per neck	12 bottles sold in New York
7	\$88,323	Musigny 1996
	\$29,441 per neck	3 bottles sold in Hong Kong
8	\$81,250	Corton Charlemagne 2004
	\$6,771 per neck	12 bottles sold in New York
9	\$80,425	Vosne Romanée, Les Beaumonts 2009
	\$80,425 per neck	1 bottle sold in Hong Kong
10	\$80,294	Chambertin 1990
	\$13,382 per neck	6 bottles sold in New York

HOSPICES DE BEAUNE

		1100110E0 DE DEMONE
1	\$903,120	Pièce des Présidents - Corton Renardes Grand Cru 2021
	\$3,136 per 75cl bottle	1 Barrel sold in Beaune
2	\$280,419	Bâtard-Montrachet Grand Cru, Cuvée Dames de Flandres 2021
	\$974 per 75cl bottle	1 Barrel sold in Beaune
3	\$249,939	Bâtard-Montrachet Grand Cru, Cuvée Dames de Flandres 2021
	\$868 per 75cl bottle	1 Barrel sold in Beaune
4	\$219,458	Corton Charlemagne Grand Cru, Cuvée Roi Soleil 2021
	\$762 per 75cl bottle	1 Barrel sold in Beaune
5	\$201,170	Échezeaux Grand Cru, Cuvée Jean-Luc Bissey 2021
	\$699 per 75cl bottle	1 Barrel sold in Beaune
6	\$201,170	Échezeaux Grand Cru, Cuvée Jean-Luc Bissey 2021
	\$699 per 75cl bottle	1 Barrel sold in Beaune
7	\$201,170	Échezeaux Grand Cru, Cuvée Jean-Luc Bissey 2021
	\$699 per 75cl bottle	1 Barrel sold in Beaune
8	\$195,074	Clos de la Roche Grand Cru, Cuvée Cyrot-Chaudron 2021
	\$677 per 75cl bottle	1 Barrel sold in Beaune
9	\$195,074	Échezeaux Grand Cru, Cuvée Jean-Luc Bissey 2021
	\$677 per 75cl bottle	1 Barrel sold in Beaune
10	\$164,594	Clos de la Roche Grand Cru, Cuvée Cyrot-Chaudron 2021
	\$572 per 75cl bottle	1 Barrel sold in Beaune

Top Lots of 2021 by Category

BURGUNDY (Excluding DRC, Jayer, and Leroy)

1	\$93,750	Musigny 1999 Georges Roumier
	\$15,625 per neck	6 bottles sold in New York
2	\$88,578	Chambertin 1990 Armand Rousseau
	\$7,381 per neck	12 bottles sold in Hong Kong
3	\$88,578	Montrachet 1989 Ramonet
	\$7,381 per neck	12 bottles sold in Hong Kong
4	\$87,500	Musigny 2008 Georges Roumier
	\$10,938 per neck	8 bottles sold in New York
5	\$80,463	Montrachet 1988 Ramonet
	\$80,463 per neck	1 Nebuchadnezzar sold in Hong Kong
6	\$77,082	Chambertin 2005 Armand Rousseau
	\$6,424 per neck	12 bottles sold in Hong Kong
7	\$67,447	Chambertin, Clos de Bèze 1988 Armand Rousseau
	\$11,241 per neck	6 bottles sold in Hong Kong
8	\$64,235	Chambertin, Clos de Bèze 1999 Armand Rousseau
	\$5,353 per neck	12 bottles sold in Hong Kong
9	\$61,023	Chambertin 1999 Armand Rousseau
	\$5,085 per neck	12 bottles sold in Hong Kong
10	\$56,368	Montrachet 1990 Ramonet
	\$4,697 per neck	12 bottles sold in Hong Kong

BORDEAUX

1	\$182,780	Château Mouton Rothschild 2019
	\$30,463 per neck	6 bottles, 3 Magnums, 1 Double Magnum, 1 Imperial, and 1 Nebuchadnezzar sold in Paris
2	\$136,499	Château Cheval Blanc 1947
	\$136,499 per neck	1 Double Magnum sold in Hong Kong
3	\$120,788	Château Lafleur 1982
	\$20,131 per neck	6 Magnums sold in Hong Kong
4	\$93,750	Château Cheval Blanc 1947
	\$46,875 per neck	2 Magnums sold in New York
5	\$91,582	Château Mouton Rothschild 1945
	\$45,791 per neck	2 bottles sold in London
6	\$88,509	Pétrus 1990
	\$14,752 per neck	6 Magnums sold in Hong
7	\$88,323	Château La Mission Haut-Brion 1961
	\$7,360 per neck	12 bottles sold in Hong Kong
8	\$88,323	Pétrus 1982
	\$14,721 per neck	6 Magnums sold in Hong Kong
9	\$88,323	Pétrus 1982
	\$14,721 per neck	6 Magnums sold in Hong Kong
10	\$81,250	Pétrus 2000
	\$6,771 per neck	12 bottles sold in New York

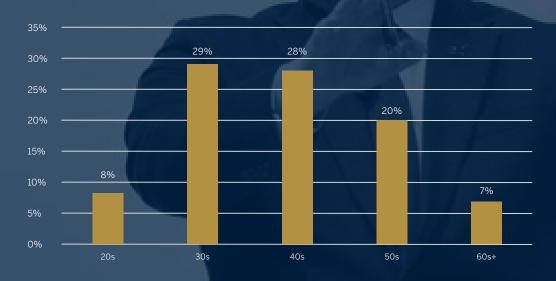
SPIRITS

1	\$1,414,950	Kweichow Moutai "Sun Flower" 1974 in Original Wooden Case
	\$58,956 per neck	12 bottles sold in London
2	\$1,380,757	Glenfiddich The 1950s Collection
	\$345,189 per neck	4 bottles sold in Edinburgh
3	\$1,123,938	The Dalmore Decades No. 6 Collection
	\$187,323 per neck	6 bottles and book sold in Hong Kong
4	\$831,780	Talisker Cask of Distinction 1978 + Artwork by Callum Innes
	\$831,780 per neck	1 bottle and artwork sold in Edinburgh
5	\$562,975	Black Bowmore Archive Cabinet
	\$112,595 per neck	5 bottles and cabinet sold in Hong Kong
6	\$532,340	Bowmore Onyx 51 Year Old 1970
	\$532,340 per neck	1 bottle sold in Edinburgh
7	\$525,000	Yamazaki 55 Year Old
	\$525,000 per neck	1 bottle sold in New York
8	\$495,233	Karuizawa 52 Year Old Strong Eagle Cask #5627 1960
	\$495,233 per neck	1 bottle sold in London
9	\$437,500	The Macallan Anecdotes of Ages Collection 1967, 68 Year Old
	\$80,425 per neck	1 bottle sold in New York
10	\$232,900	The Balvenie 56 Year Old 1964
	\$232,900 per neck	1 bottle sold in Edinburgh

Buyers and Bidders

CAPTURING THE ATTENTION OF A NEW AUDIENCE

NEW BUYERS TO SOTHEBY'S BY AGE GROUP



673new buyers to Sotheby's

Sotheby's is attracting an increasingly younger demographic, with 37% of new buyers under the age of 40. Increased activity from all new buyers at auction accounted for 40% of total sales.

The number of first-time bidders of spirits saw a more than four-fold increase in 2021, with collectors from North America accounting for 45% of the total bid by collectors new to the category.

31 Specialists Worldwide

Sotheby's global team has a collective **286 years** of cumulative experience in the fine wine industry, with an average of over **9 years** each.



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Jamie Ritchie Senior Vice President, Worldwide Head of Sotheby's Wine 32 Years at Sotheby's



Lukas DempseySpecialist
6 Years in Fine Wine Industry



Toshihide Hokari Senior Vice President, Worldwide Head of Wine Operations 4 Years at Sotheby's



Zev GlestaSpirits Specialist
7 Years in Spirits Industry



Paul Tortora Vice President, Head of Auction Sales, NY 6 Years at Sotheby's



Allen Morgan Specialist – Property 5 Years in Fine Wine Industry



Richard Young
Vice President,
Senior Specialist
13 Years in Fine Wine Industry



Cat StephaniFine Wine Sales Associate
8 Years in Fine Wine Industry



Victor Rabot
Vice President,
Head of Buying, Merchandising,
and E-Commerce
5 Years at Sotheby's



Tom Baxter Fine Wine Sales Associate 4 Years in Fine Wine Industry



Alexandria Cubbage Assistant Vice President, Specialist - Property 14 Years in Fine Wine Industry

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Serena Sutcliffe, MW Honorary Chairman, Wine 31 Years at Sotheby's



Jonny FowleDirector
Senior Spirits Specialist
9 Years in Spirits Industry



James Gray Spirits Specialist 5 Years in Spirits Industry



George LaceyDirector,
Head of Auction Sales, UK
8 Years in Fine Wine Industry



Finn Schauer Specialist 5 Years at Sotheby's



Hugh Machin Spirits Specialist, Trainee 13 Years at Sotheby's

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Amayès Aouli Director Head of Auction Sales, Continental Europe 1 Year at Sotheby's



Frédéric Guyot du Repaire Director Specialist 17 Years at Sotheby's



James Reed
Director
Specialist
25 Years at Sotheby's



Baudouin De Reviers Specialist - Property 5 Years in Fine Wine Industry



Armand FouréProject Manager
2 Years at Sotheby's

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Paul Wong Director, Head of Department Wine & Spirits Auction 10 Years at Sotheby's



Kent Law Deputy Director Specialist 9 Years in Fine Wine Industry



Vivian LiangDeputy Director
Retail Sales
7 Years at Sotheby's



Maxime Lecoq
Deputy Director
Retail Manager
9 Years in Fine Wine Industry

Jacky Chan Specialist 6 Years in Fine Wine Industry



Lucien Michel Retail Sales 7 Years in Fine Wine Industry

Jina ShengSpecialist
10 Years in Fine Wine Industry

Nicole Lui Specialist Trainee 3 years at Sotheby's

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