

Market Report 2019



Sotheby's EST. 1744 Wine

The 2019 Wine Market Leader

Auction sales hit
\$118 million
20% increase over 2018
– highest ever total

Buyers from
50 countries

First dedicated spirits
sale *The Ultimate Whisky
Collection* achieves
\$10 million
in London, setting the
world record for the
**most valuable private
whisky collection** at
auction

\$5,855
Average bottle price
for Domaine de la
Romanée-Conti

\$24,744
Average bottle price for
The Macallan

**World’s most
expensive
bottle of
wine or
spirit**
The Macallan Fine & Rare
60-year-old 1926 sold at
auction in London for
\$1.9 million

**#1
Worldwide**
in live auction sales and
single-owner sales

\$1.25 billion
in auction sales
since 1995

**New world
record**
for a private wine
collection sold at Auction
with *Tran–scend–ent
Wines* which achieved **\$30
million** in Hong Kong

Retail Launches Sotheby’s Own Label Collection

Launch of Sotheby’s Own Label Collection
continues expansion into Fine Wine Retail

Sotheby’s Own Label wines accounted for
over 30% of volume since launch

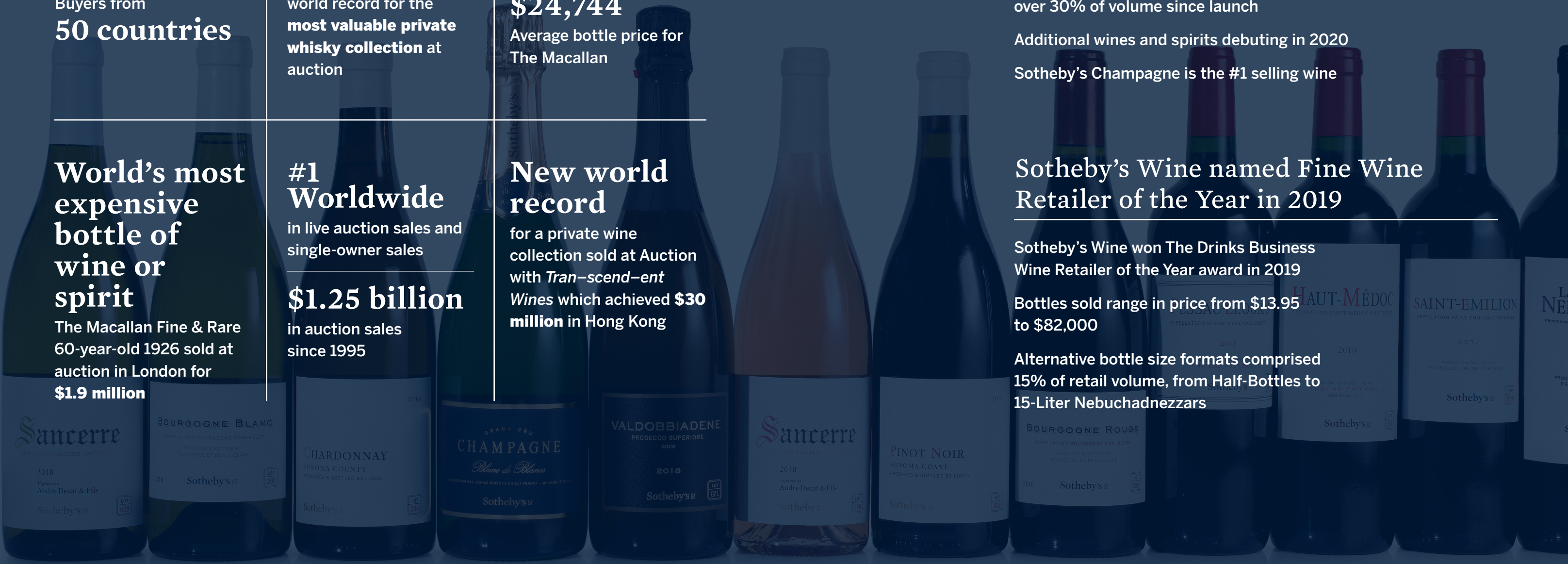
Additional wines and spirits debuting in 2020
Sotheby’s Champagne is the #1 selling wine

Sotheby’s Wine named Fine Wine Retailer of the Year in 2019

Sotheby’s Wine won The Drinks Business
Wine Retailer of the Year award in 2019

Bottles sold range in price from \$13.95
to \$82,000

Alternative bottle size formats comprised
15% of retail volume, from Half-Bottles to
15-Liter Nebuchadnezzars



Top Producers

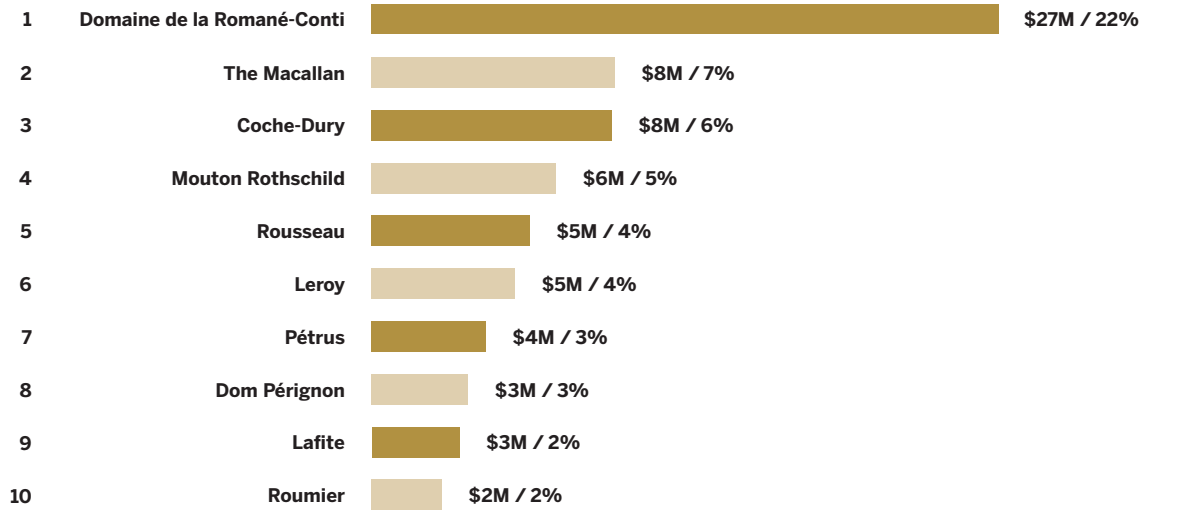
AUCTION AND RETAIL

Domaine de la Romanée-Conti is the No. 1 Ranked Producer

Domaine de la Romanée-Conti continued its dominance of the fine wine market for the 7th consecutive year, with sales of **over \$27M** – more than the top 10 Bordeaux producers combined.

Domaine de la Romanée-Conti’s share represents 25% of all wine sales, 44% of all Burgundy wine sales and 22% of all wine and spirits sales.

2019 RANKINGS



While Domaine de la Romanée-Conti dominates in terms of aggregate sales, the average bottle price for The Macallan was over four times that of Domaine de la Romanée-Conti.



Producer Rankings



BORDEAUX	Pct.
1 Mouton Rothschild	20%
2 Pétrus	12%
3 Lafite	9%
4 Latour	7%
5 Haut Brion	7%
6 Margaux	6%
7 Cheval Blanc	4%
8 La Mission Haut Brion	4%
9 Le Pin	3%
10 Léoville Las Cases	2%



BURGUNDY	Pct.
1 Domaine de la Romanée-Conti	44%
2 Coche-Dury	13%
3 Leroy	9%
4 Rousseau	8%
5 Roumier	4%
6 Leflaive	3%
7 Henri Jaye	2%
8 JF Mugnier	2%
9 Liger-Belair	1%
10 Ramonet	1%



CHAMPAGNE	Pct.
1 Dom Pérignon	57%
2 Krug	16%
3 Salon	10%
4 Louis Roederer	5%
5 Bollinger	2%
6 Sotheby's	2%
7 Pol Roger	1%
8 Taittinger	1%
9 Ruinart	1%
10 Billecart-Salmon	1%



RHONE	Pct.
1 Guigal	37%
2 Paul Jaboulet Aîné	23%
3 Jean-Louis Chave	17%
4 Gentaz-Dervieux	5%
5 Rayas	5%
6 Henri Bonneau	3%
7 Auguste Clape	2%
8 Noël Verset	2%
9 Beaucastel	2%
10 Chapoutier	1%



ITALY	Pct.
1 Ornellaia	24%
2 Gaja	11%
3 Masseto	10%
4 Sassicaia	8%
5 Bruno Giacosa	6%
6 Antinori	5%
7 Giacomo Conterno	4%
8 Soldera	4%
9 Bartolo Mascarello	2%
10 Fontodi	1%



SPAIN	Pct.
1 Vega Sicilia	39%
2 Pingus	16%
3 Alvaro Palacios	10%
4 González Byass	9%
5 CVNE	4%
6 Lopez De Heredia	2%
7 Berisford	2%
8 Comando G	2%
9 Raventos	1%
10 Bodega Numanthia	1%



UNITED STATES	Pct.
1 Screaming Eagle	33%
2 Harlan Estate	24%
3 Opus One	7%
4 Dominus	6%
5 Ridge	4%
6 Sine Qua Non	3%
7 Scarecrow	2%
8 Heitz	1%
9 Colgin Cellars	1%
10 Joseph Phelps	1%

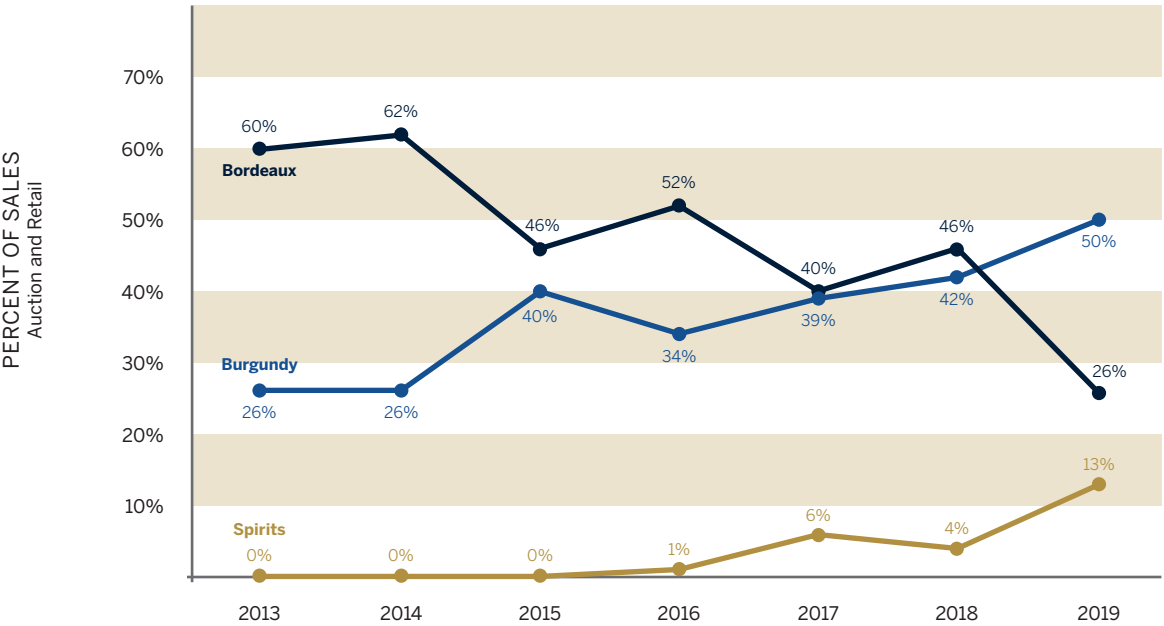


SPIRITS	Pct.
1 The Macallan	54%
2 Moutai	10%
3 Bowmore	8%
4 Yamazaki	5%
5 Dalmore	3%
6 Springbank	3%
7 Karuizawa	3%
8 Glenfiddich	1%
9 Highland Park	1%
10 Laphroaig	1%

All Eyes on Burgundy and Spirits

BURGUNDY AND SPIRITS CONTINUE TO GAIN MARKET SHARE

LARGEST CATEGORIES AS PERCENT OF ANNUAL SALES



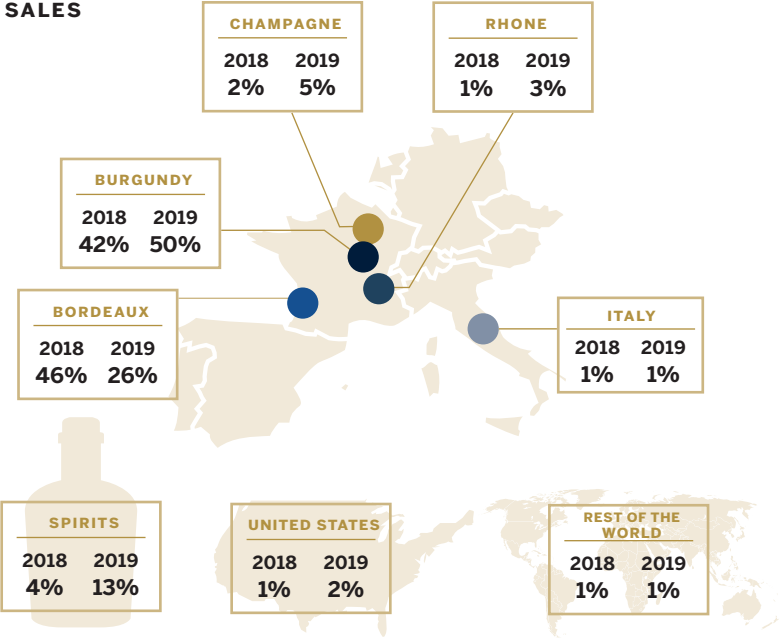
Spirits comprised a larger share of Sotheby’s sales as a result of *The Ultimate Whisky Collection* - the largest private collection of spirits ever sold. The sale prompted a surge in Spirits volume which grew more than three-fold.

Burgundy also captured a larger share of wallet, driven by 12% appreciation in average bottle price and a 29% increase in volume. Supply in Burgundy increased over the past two years as collectors capitalized on price appreciation.

Bordeaux represented only 26% of our total sales, largely due to a 36% decline in average bottle price while volume remained flat. We anticipate Bordeaux reclaiming market share through increases in both price and volume over the next few years, as supply of Burgundy normalizes and appreciation for the price-to-quality of Bordeaux gathers momentum.

Wine Sales & Bottle Prices by Category

PERCENT OF ANNUAL SALES



AVERAGE BOTTLE PRICE

	AUCTION		RETAIL	
	2019	2018	2019	2018
Bordeaux	\$513	\$804	\$160	\$191
Burgundy	\$1,904	\$1,700	\$278	\$399
Champagne	\$1,029	\$489	\$93	\$95
Italy	\$369	\$339	\$77	\$100
Rhone	\$696	\$418	\$101	\$95
United States	\$668	\$279	\$153	\$171
Rest of the World	\$34	\$248	\$37	\$40
All Wine	\$936	\$938	\$152	\$205
Spirits	\$11,333	\$8,796	\$504	\$1,813
Wine & Spirits	\$1,068	\$977	\$153	\$209

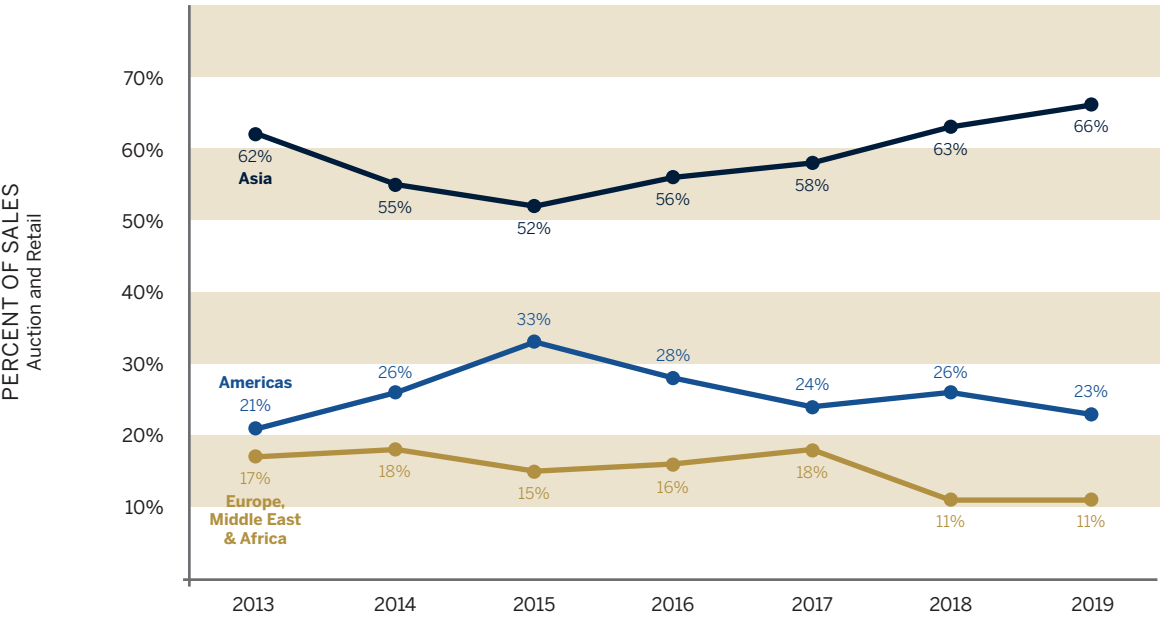
The average bottle price for **Spirits** at auction increased 16% to \$11,333 which is over twelve times the value of the average bottle price for Wine.

Champagne and **Rhone** both saw substantial increases in average bottle price, up 110% and 66% respectively, driving gains for both categories in share of sales.



Asia Continues to Drive Demand

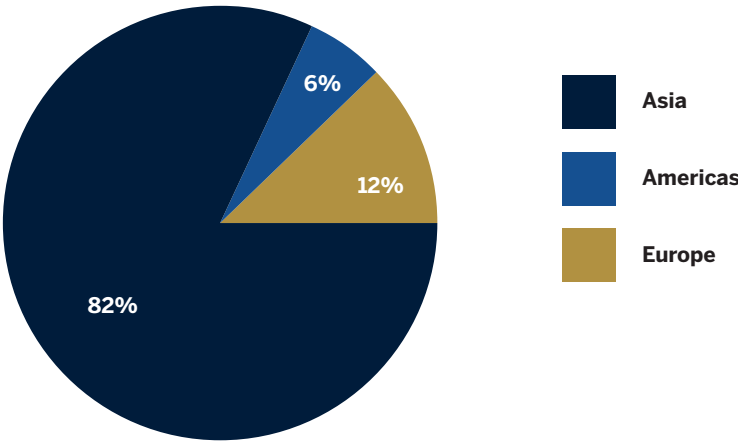
GEOGRAPHIC DISTRIBUTION OF SOTHEBY’S BUYERS SINCE 2013



Buyers from **Asia** continue claiming a larger share of our global sales, capturing the **highest share since 2013** at 66% of total sales in 2019.

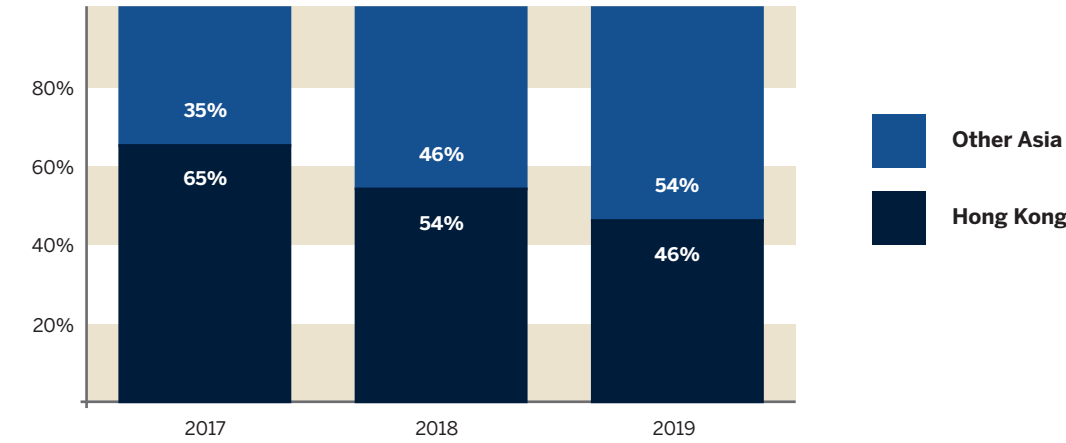
Demand from Asia is particularly significant for Spirits, with 82% of Spirits sales compared to 64% for Wine.

GEOGRAPHIC DISTRIBUTION OF SOTHEBY’S SPIRITS BUYERS IN 2019



Diversification Among Asian Buyers

DISTRIBUTION OF AUCTION SALES AMONG ASIAN BUYERS, 2017–2019

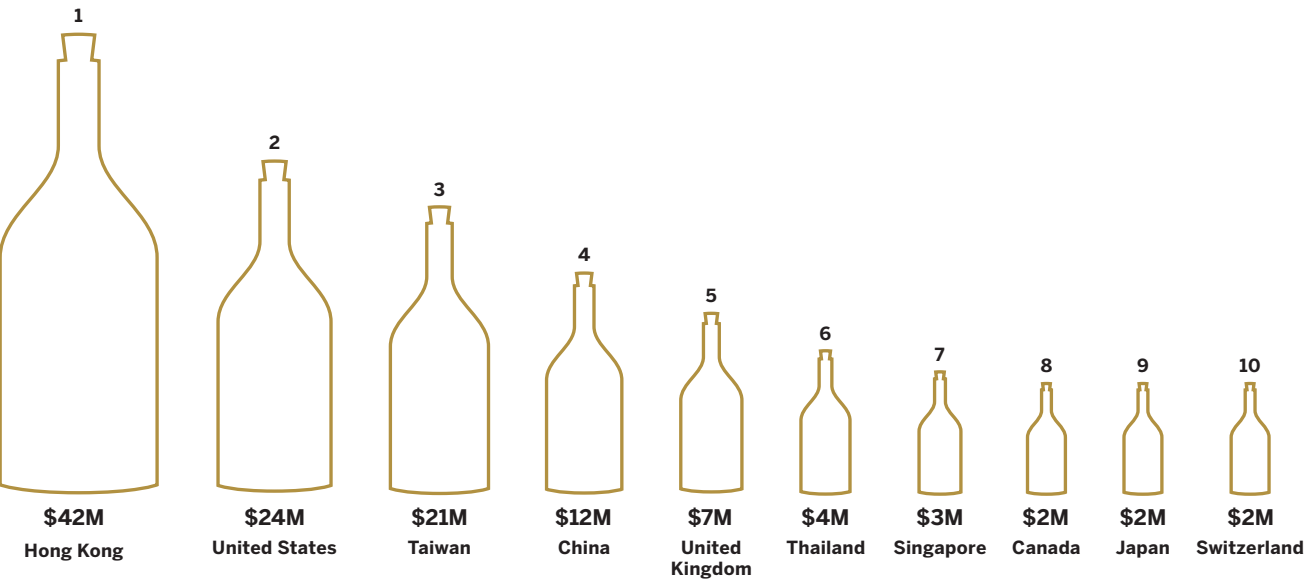


Buyers from Hong Kong have historically made up over 50% of sales to Asian buyers; however, in 2019, clients from countries outside of Hong Kong have taken increasing market share, most notably Taiwan, Thailand, and Singapore.

Where are Sotheby’s Wine’s buyers from?

Hong Kong and the **United States** maintained the top 2 positions in our rankings, although their combined share of total sales decreased to 51% in 2019, compared to 58% in 2018.

BUYER RANKINGS



Auction Results

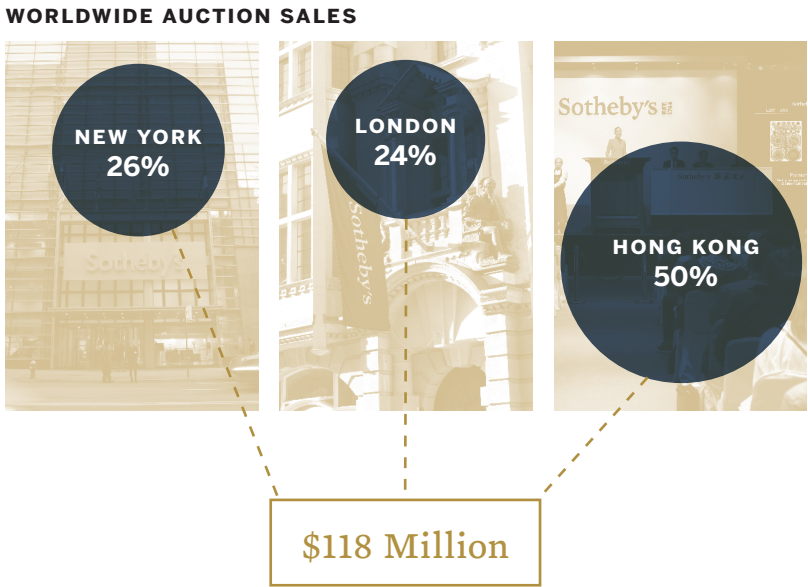
Global Wine Auctions

Auction sales doubled in the past two years to **\$118 million**

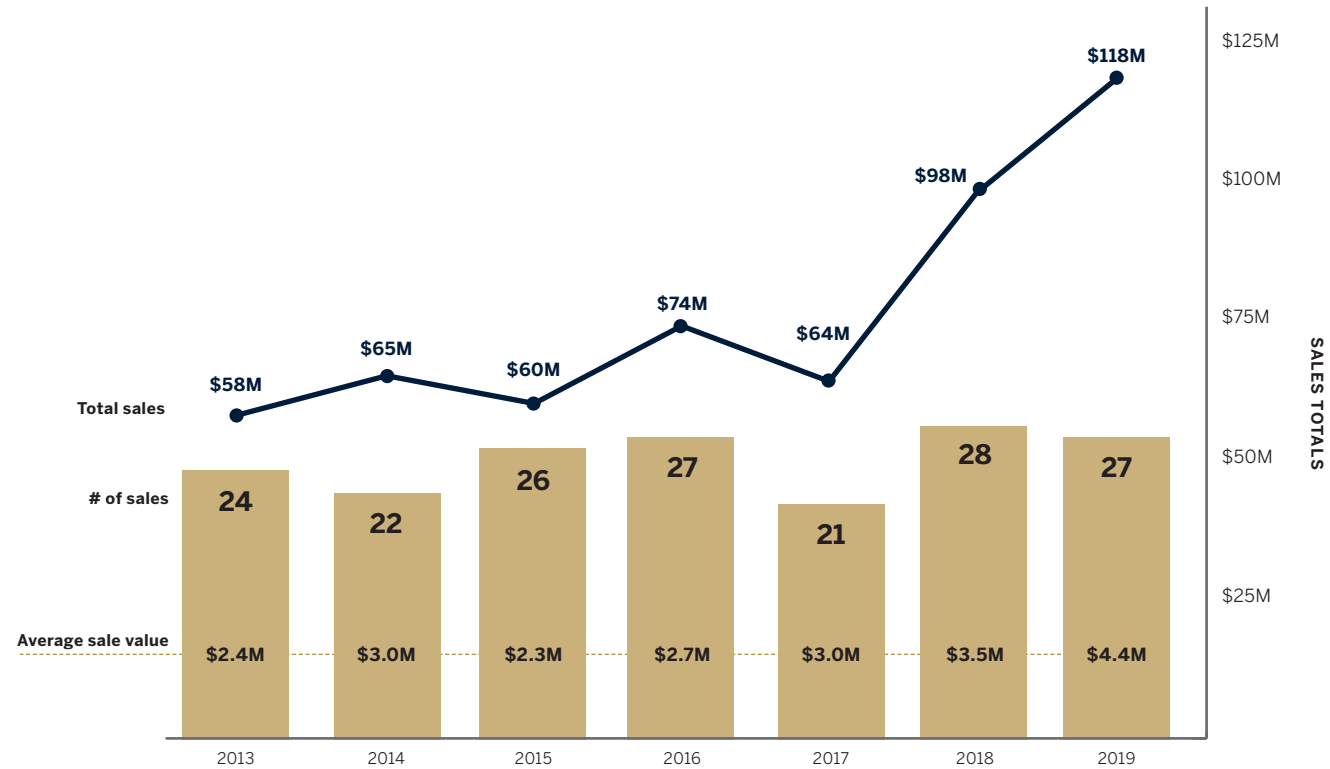
- **151%** to Low Estimate
- **106%** to High Estimate

London achieved their highest ever total of **\$28 million**, up 60% on the back of *The Ultimate Whisky Collection*

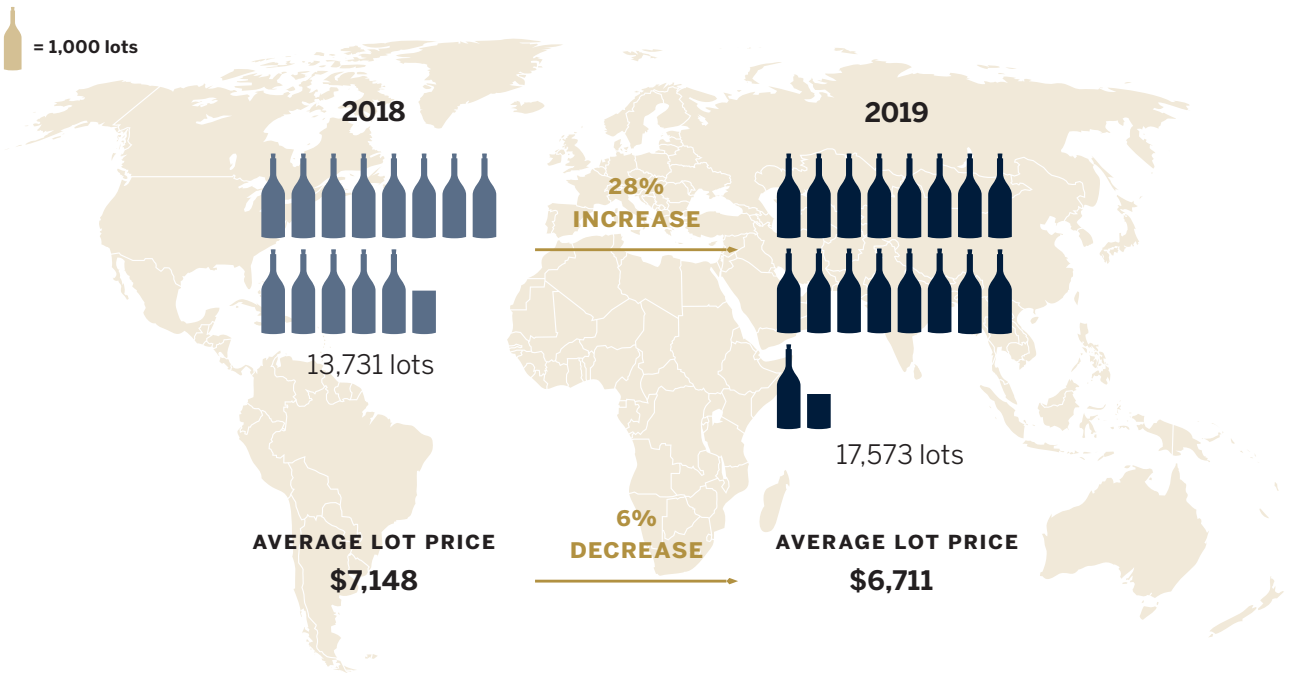
33% of bidders were new to Sotheby's, contributing to increased competition for each lot



Sotheby's held **27 auctions** with an average sale value of \$4.4M.



In 2019, Sotheby's Wine sold **17,573 lots in 27 sales**, a 28% increase in lots sold.

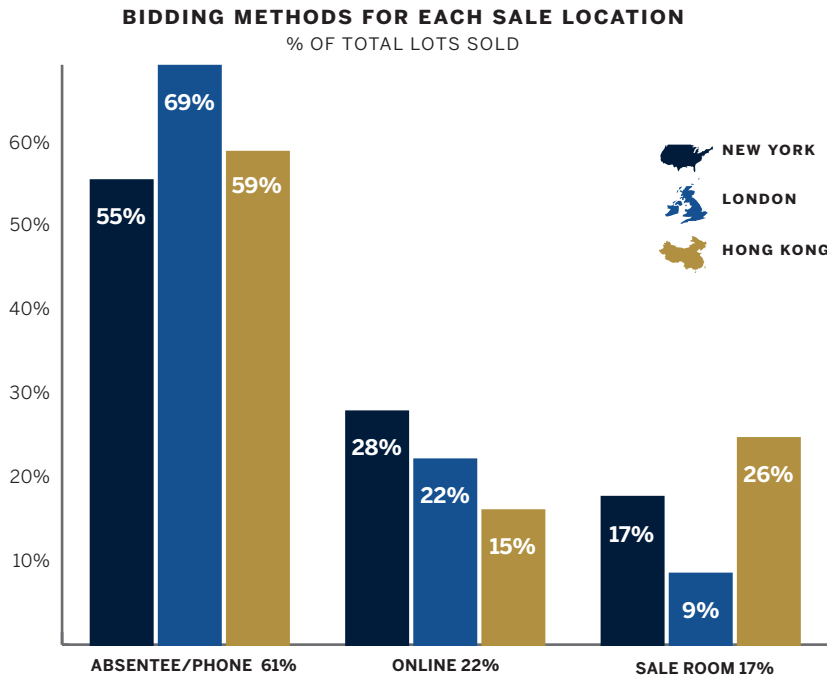


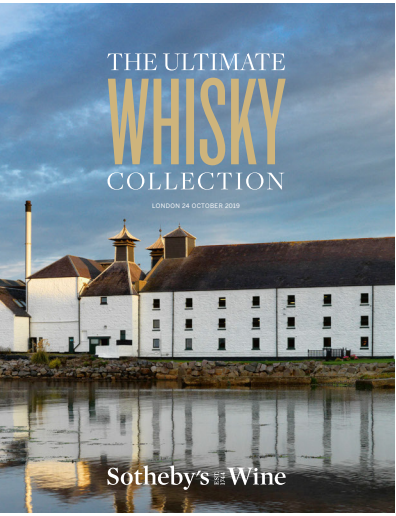
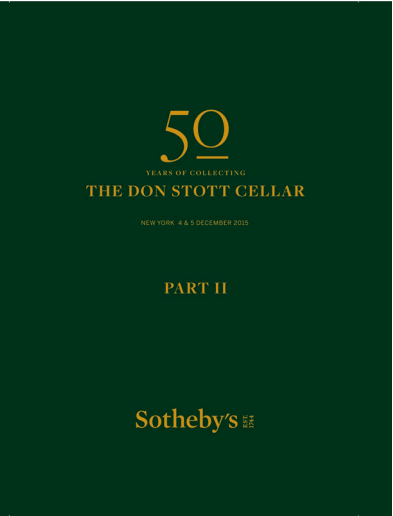
Bidding methods worldwide

Bidding methods worldwide were generally unchanged compared to 2018

Absentee/phone bidding is still the most prevalent method of bidding worldwide, accounting for 61% of lots

Sale Room participation is highest in Hong Kong, while Online bidding is most popular in New York and Absentee bidding is most prevalent in London





The Market Leader in Single Owner Sales

Sotheby's most valuable Single Owner sales:

- 1 The Classic Cellar of an American Collector 2009–2013 \$52 Million
- 2 Trans-scend-ent 2019 \$30 Million
- 3 The Don Stott Cellar: 30 Years of Collecting 1-IV 2015-2019 \$25 Million
- 4 The Cellar of William I. Koch 2016 \$22 Million
- 5 The Philanthropist's Cellar 2018 \$16 Million
- 6 The Millennium Wine Cellar 1999 \$14 Million
- 7 The Ultimate Cellar 2011 \$12 Million
- 8 The Cellar from the Estate of Jerry Perenchio 2018 \$12 Million
- 9 The Ultimate Whisky Collection 2019 \$10 Million
- 10 The Bordeaux Collection from SK Networks 2010 \$10 Million

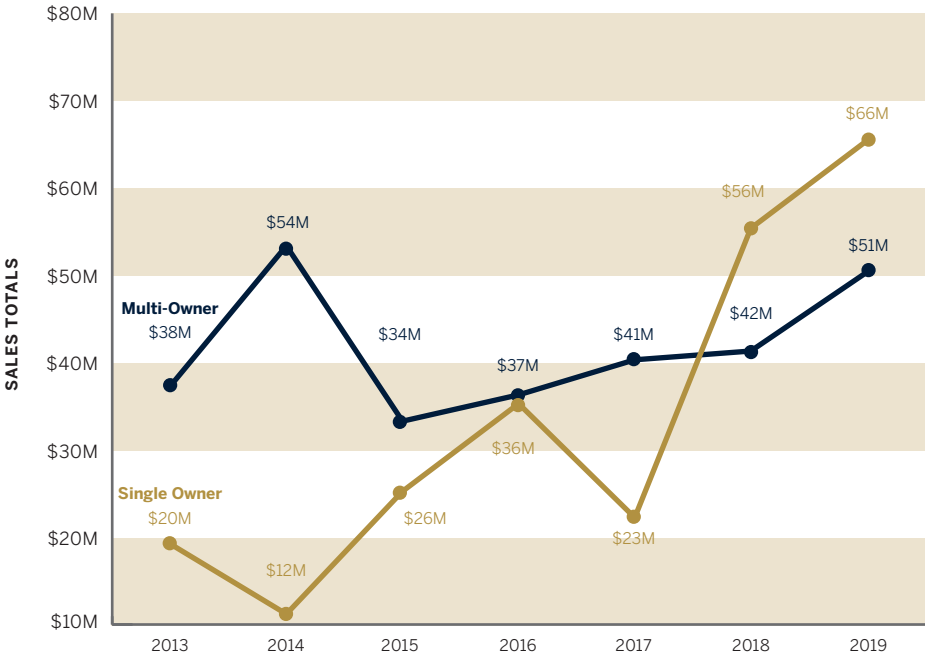
● 2019 Sale

Over the last decade, the world's most prominent wine collectors have trusted Sotheby's to maximize the value of their collections and achieve record-breaking results. With **77 Single Owner Auctions**, not including 11 direct from Château consignments, that have collectively sold for **\$347M**, Sotheby's is the **undisputed worldwide leader in Single Owner sales**.

Single Owner sales nearly tripled in the last two years to **\$66M** in 2019, comprising 56% of our global sales. The average sale value for Single Owner auctions doubled over the same period to **\$6.6M**.

The average lot value for Sotheby's Single Owner sales was **\$8,140** – the highest average price realized in the market and representing a **21% premium** compared to our average lot value.

SINGLE OWNER AND MULTI-OWNER SALES



The Ultimate Whisky Collection

AN HISTORIC MOMENT FOR THE SPIRITS MARKET

Sotheby's first Single-Owner whisky auction achieved \$10 million, the highest total for any private whisky collection offered at auction.

- Smashed pre-sale estimates of \$4.3–5.9 million
- 394 Lots, 467 Bottles, 9 Casks
- 87% of lots sold exceeded the pre-sale high estimate
- 100% lots sold

The **Macallan Fine & Rare 60-Year-Old 1926** set a new auction record for any bottle of wine or spirit, selling for \$1.9 million.

The sale featured the most extensive collection of **Macallan Fine and Rare** ever to be seen at auction, with 178 bottles which sold for \$6.6m.

“It was remarkable to see so many iconic bottles break records – homage to the importance of distilleries such as Bowmore, Brora, Springbank and, of course, The Macallan. The electricity in the auction room was palpable. There were cheers when the hammer fell on The Macallan Fine and Rare 1926, in what has to be one of the most exciting moments in the history of whisky sales.”
– Jonny Fowle

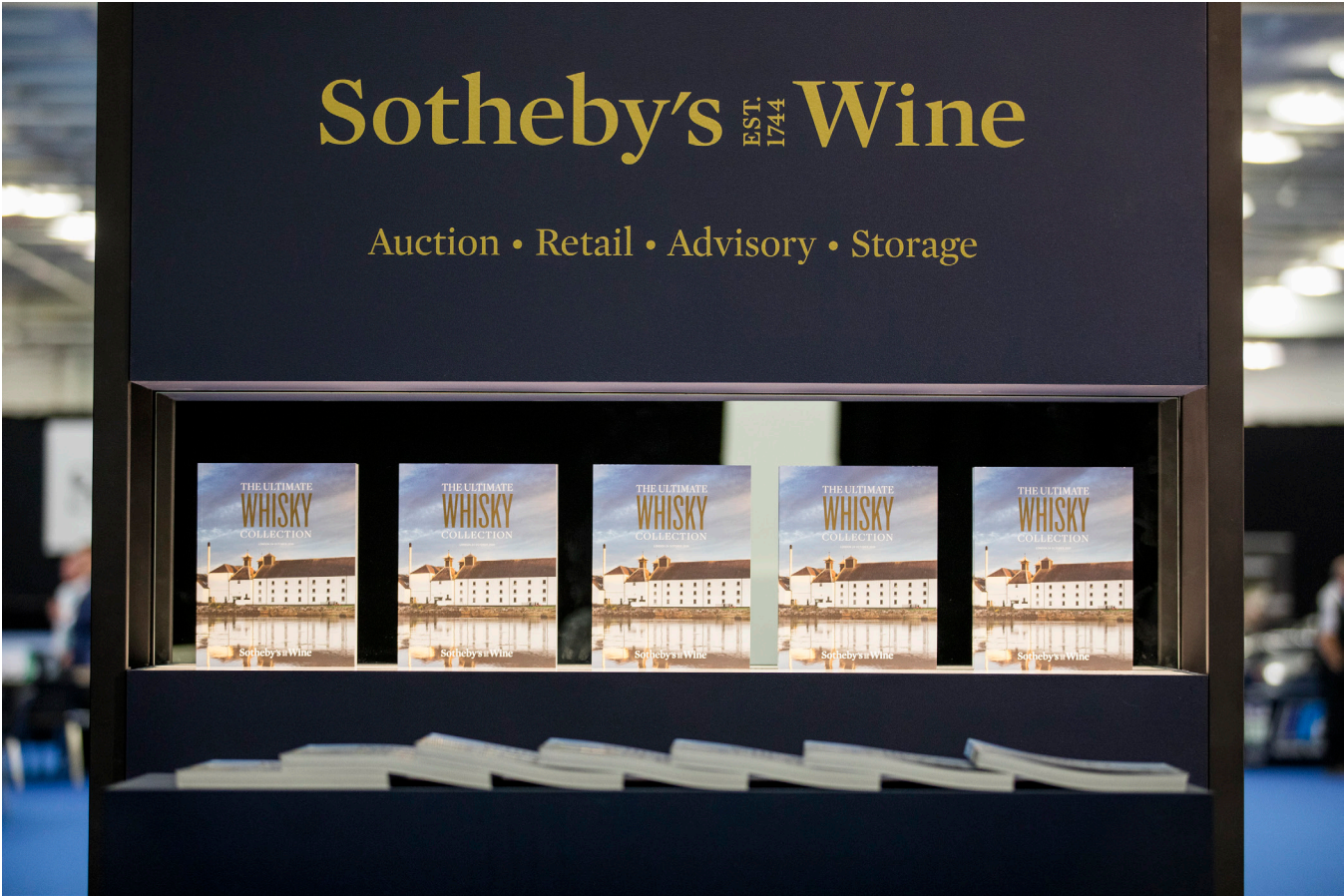


Château Mouton Rothschild Versailles Celebration Cases

In an unprecedented partnership between Château Mouton Rothschild and the Palace of Versailles, Sotheby's Wine sold 75 limited-edition Versailles Celebration Cases, featuring five Château Mouton Rothschild vintages, each of which included a private visit and tasting at Château Mouton Rothschild. Successful bidders were also invited to attend the “Versailles Celebration Gala Dinner” at the Palace of Versailles where they enjoyed the legendary 1982 and 1945.

The Versailles Celebration Cases were sold across 3 sales in New York, London and Hong Kong, achieving a total of \$2.7 million in sales with buyers from more than 15 countries.

The proceeds were donated to help fund restoration projects at the Palace of Versailles and efforts to rebuild the Notre-Dame Cathedral.



Highest Prices Achieved

RANKING	PRICE	WINE
1	\$1,873,951	The Macallan Fine & Rare 60 Year Old, 1926 1 Bottle sold in <i>London</i>
2	\$858,894	The Macallan In Lalique Six Pillars Collection with French Polished Walnut Cabinet 6 Bottles sold in <i>London</i>
3	\$812,046	The Macallan In Lalique Six Pillars Collection with Black Lacquer Walnut Cabinet 6 Bottles sold in <i>London</i>
4	\$468,488	Bowmore 54 Year Old, 1957 1 Bottle sold in <i>London</i>
5	\$437,255	The Macallan Fine & Rare Miniature Collection 46 Bottles (5cl) sold in <i>London</i>
6	\$347,520	Romanée-Conti, Domaine de la Romanée-Conti 1990* 12 Bottles sold in <i>Hong Kong</i>
7	\$343,558	Springbank 50 Year Old Original Bottling, 1919 1 Bottle sold in <i>London</i>
8	\$300,272	The Yamazaki Single Malt Whisky Aged 50 Years, NV 1 Bottle sold in <i>Hong Kong</i>
9	\$300,131	Romanée-Conti, Domaine de la Romanée-Conti 1985 12 Bottles sold in <i>Hong Kong</i>
10	\$284,468	Romanée-Conti, Domaine de la Romanée-Conti 1988 12 Bottles sold in <i>Hong Kong</i>

*3 cases of Romanée-Conti, Domaine de la Romanée-Conti 1990 each sold for \$347,520

The top lots of 2019 were exclusively comprised of **Whisky and Burgundy**, with the scales tipped decidedly towards **Spirits** this year achieving **7 out of 10 top lots** belonging to the category.

London claimed the top sales thanks to the record-breaking *Ultimate Whisky Collection*. **6** of the **top 10** highest prices achieved in 2019 were from this momentous sale alone.

9 of the **top 10 lots** were purchased by **Asian buyers**.



Upcoming Auctions

DATE	LOCATION
Mar 18	London
Apr 18	New York
Apr 22	London
May 8–9	New York
May 16	London
May 20	London
Jun 2–28	Hong Kong
Jun 10	London
Jun 20	Hong Kong
Jul 2–19	London
July 6–12	Hong Kong
Jul 15	London
Sep 8–27	New York
Sep 11–12	New York
Sep 16	London
Oct 3–4	Hong Kong
Oct 14	London
Oct 16–17	New York
Oct 31	London
Nov 13–14	New York
Nov 21	London
Dec 1–15	Hong Kong
Dec 4–5	New York
Dec 9	London

Dates are subject to change.



27 Specialists Worldwide

Sotheby's global team has a collective **430 years** of cumulative experience in the fine wine industry, with an average of **16 years each**.



follow us @sothebyswine



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

Connor Kriegel
Vice President, Head of Auction Sales
10 Years at Sotheby's

Paul Tortora
Vice President, Senior Specialist
12 Years in the Fine Wine Industry

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

Joel Kampfe
Retail Director
13 Years in the Fine Wine Industry

NEW YORK
AUCTION +1 212 606 7050
RETAIL +1 212 894 1990
WINE@SOTHEBYS.COM

Julia Gilbert
Vice President, Senior Wine Advisor
16 Years in the Fine Wine Industry

Yassmin Dever
Associate Wine Advisor
4 Years in the Fine Wine Industry

Victor Rabot
Assistant Vice President, Fine Wine Buyer
15 Years in the Fine Wine Industry

Sara Sparks
Retail Sales
2 Years at Sotheby's

Lorine Schaefer
Retail Sales Director

Jake Elgart
Specialist
3 Years in the Fine Wine Industry

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

Stephen Mould
Senior Director, Head of
Sotheby's Wine, Europe
40 Years at Sotheby's

Jonny Fowle
Spirits Specialist
7 Years in Spirits Industry

LONDON
AUCTION +44(0)20 7293 6423
WINE@SOTHEBYS.COM

James Reed
Director, Specialist
23 Years at Sotheby's

Damian Tillson
Director, Specialist
20 Years at Sotheby's

Hugh Machin
Spirits Specialist Trainee
11 Years at Sotheby's

HONG KONG
AUCTION +852 2822 8174
RETAIL +852 2886 7888
WINE@SOTHEBYS.COM

Claire Collini
Director, Specialist
20 Years at Sotheby's

Caroline Shepherd
Deputy Director, Specialist
18 Years at Sotheby's

Frédéric Guyot du Repaire
Director, Specialist
15 Years at Sotheby's

Adam Bilbey
Director, Head of
Sotheby's Wine, Asia
21 Years in the Fine Wine Industry

Robert Sleigh
Managing Director, Operations
24 Years at Sotheby's

Paul Wong
Deputy Director, Specialist
8 Years at Sotheby's

Kent Law
Specialist,
3 Years in the Fine Wine Industry

Vivian Liang
Retail Sales Manager
5 Years in the Fine Wine Industry

Lucien Michel
Retail Sales
2 Years at Sotheby's

Fiona Hui
Junior Specialist



The Sotheby's Fine Wine Ecosystem

AUCTION • RETAIL • STORAGE

Buy



RETAIL: NEW YORK • HONG KONG
AUCTION: NEW YORK • LONDON • HONG KONG

From our innovative Own Label Collection to impeccably sourced rare wines, Sotheby's offers wines and spirits for all levels of consumers and collectors. Bid in an upcoming auction, browse our retail stores' expertly-chosen selections, or meet with an advisor to craft your ideal collection. Our global team of specialists, with over 400 years of expertise, carefully selects wine and spirits in the best condition and with excellent provenance.

Sell



Sotheby's Wine's well-earned reputation continues to attract the world's most prestigious collections. We maximize the value of collections by offering direct access to the world's most affluent and active wine buyers and determining the best method of sale across three continents and multiple selling platforms. Apart from being the auction house of choice for the world's most important cellars, Sotheby's Wine also makes offers to buy well-sourced and perfectly-stored wine and spirits at a fixed price.

Store



Sotheby's Wine Storage provides secure, temperature-controlled, fully insured, professional storage of fine wine and spirits in New York, and will soon be rolling out in London and Hong Kong. Clients are automatically enrolled to store in all of our locations, and can seamlessly access and manage their collections any time with our online platform, Sotheby's Wine Virtual Cellar.

Get Advice



Sotheby's Wine comprises the most experienced and successful team in the business. Our renowned specialists are eager to consult about building, maintaining and maximizing the value of wine and spirits collections. Our advisors are always available to discuss collection goals, suggest purchases or sales, and recommend what to further cellar or drink.

ANALYSIS BY YASSMIN DEVER

Sotheby's EST. 1744 Wine

AUCTION • RETAIL • STORAGE

New York Hong Kong London

SOTHEBY'S, INC. LICENSE NO.1216058. ©SOTHEBY'S, INC. 2020