

Spectrum's view of That Auction

9 Feb 2012 by Jancis Robinson

Spectrum/Vanquish's blithe PR machine is at it again. Under the headline 'Inaugural Fine Wine Auction with Spectrum Wine Auctions LLC and Vanquish Wine Ltd Re-defines London Fine Wine Market', the following has just been sent by their publicist:

(9 February, London) Last night saw the eagerly anticipated inaugural fine wine auction, 'The Evening Sale,' brought to London by Spectrum Wine Auctions LLC and Vanquish Wine Ltd at the Mandarin Oriental. Boasting an exhilarating atmosphere, standing-room only, and an impressive international roster of bidders, the auction achieved the exciting task of redefining the fine wine auction concept in London, teamed with a coveted mix of some of the rarest and finest wines, Champagnes and spirits to reach the London auction market.

The evening contrasted traditional fine wine auctions by offering a theatrical event allowing esteemed oenophiles, investment bidders and new collectors alike, the opportunity to take part in the auction. Commencing with a Champagne reception, during which guests enjoyed Moët 2002 Rosé and 2002 Brut, kindly donated by Moët Hennessy UK, the public auction also offered guests the unique opportunity to experience a fine wine tasting including Château l'Evangile 1990 and Château Palmer 2002. The crowd of like-minded enthusiasts, greeted old friends and made new acquaintances whilst connecting and interacting over their mutual love of wine before being invited into the Mandarin Oriental ballroom for the auction. The auction started with a sparkle as Krug and Dom Ruinart Rosé were auctioned for charity with a packed house allowing for standing room only creating an electrifying atmosphere. A far cry from conventional London auctions, bidders interacted face-to-face and fiercely competed for the exceptional lots including La Tâche 1969, Haut Brion 1961 and Palmer 1961.

'It has been an honour for us at Spectrum Wine Auctions to work alongside Vanquish and enter the London wine scene with our inaugural London auction yesterday, and we are incredibly happy with the results,' said Jason Boland, president of Spectrum Wine Auctions. 'This was truly a global event with a packed auction room here in London, as well as buyers in the U.S. and Hong Kong and all over the world placing their bids on a truly amazing selection of fine wine. We appreciate the hospitality and enthusiasm we have enjoyed here in London and we look forward to returning.'

'The auction format was a tremendous success and it was a huge privilege to hold the gavel at this unique event, made possible through our partnership with Spectrum Wine Auctions. Today has showcased the on-going strength of the global fine wine market and the lots sold tonight have proven that the European fine wine market is still very buoyant and that there is still demand for wines of great quality' says Richard Brierley, Vanquish's Head of Fine Wines, auctioneer of The Evening Sale.

Results from 'The Evening Sale' are currently being processed and verified at Spectrum head-office in California and will be released later today.