



**WINE CELLAR INNOVATIONS**

Tyson Jones  
Regional Design  
Consultant  
720.490.1371  
winecellar  
innovations.com

Check out Wine Cellar Innovations online slideshow, "How to Build a Custom Wine Cellar" offering great information about size considerations, installation ideas and more.

IMAGES PROVIDED BY WINE CELLAR INNOVATIONS

Wine Cellar Innovations designs cellars for serious wine connoisseurs as well as wine enthusiasts who love to entertain.

# Stellar Cellars

Cardinal Richekeu once said, "If God forbade drinking, would He have made wine so good?" And indeed, many treasure wine for being not only good, but also supremely satisfying with a plate of pasta, aged cheese or freshly grilled salmon. Many wine drinkers are making a hobby out of collecting and sampling the Drink of the Gods, and with movies like "Sideways," striking a major cord, wine culture has gone main stream.

Wine lovers the world over are celebrating their passion for what has been called the "Elixir of Health" (for its heart-protecting and cancer-fighting properties) by installing their own household monuments, (wine cellars), in exaltation of their hobby. And with 10,000 varieties of wine grape in existence worldwide, and 20 million acres of grapes planted, there's bound to be no supply shortage for winemakers and wine toasters.

A survey conducted by the Wine Market Council between 2000 and 2005 found that the wine drinking population

in the U.S. increased by 31 percent among adults in households with a household income greater than \$35,000. So many more wine drinkers, amounts to many more bottles being bought and placed on kitchen countertops, cupboards and stored in refrigerators. But wine is not as low-maintenance as it appears, and having a good wine cellar can mean the difference between a so-so sip and a gulp of glee.

Tyson Jones, a regional design consultant for Wine Cellar Innovations in Colorado says, "The biggest detriments to wine are light, heat and oxygen so a wine cellar is used to manipulate all three elements in a controlled environment." A wine cellar is an investment, not unlike a safe for money—it guards, protects and keeps its valuables and also ensures that temperature and humidity are properly maintained. Technically a wine cellar is a storage room for wine in bottles and barrels, and serves as a barrier, a method of protection from nasty external elements like heat, light, vibration or changes in

temperature or humidity. A cellar keeps wine at a consistent temperature and provides perpetual darkness.

Cellars can range in size and scope and be an affordable alternative to watching good wine go to waste. They also can be placed in a variety of locales within a home. As Jones says, "If built properly a wine cellar can be placed just about anywhere in the home." He goes on to say, "A trend we are seeing now is people wanting to incorporate the wine cellar with the living space of the house, such as with a glass wall off of the living room or dining room on the main level. Here in Colorado I would say 90 percent of wine cellars are placed in the basement next to the entertaining area such as the bar or game room."

A wine cellar can be a statement piece, an ice breaker (or cork popper) and a source of fun and fancy, as Jones remarks, "We see all different types of people who want a wine cellar. The obvious are the wine connoisseurs and collectors that must properly store their