



# LANGTONS

CHAMPAGNE: AUCTIONING THE WORLD'S FINEST  
PARTNERSHIP PROSPECTUS

Wine Store • Auctions • Wine Consignment • Events • Client Services

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# Our Story

Our journey to become Australia's premier luxury fine wine destination began over 35 years ago. Beginning as a specialist wine auction house, today LANGTONS is home to client relation services, retail, events, wine consignment and auctions. Our pioneering approach combines retail, secondary market and experiences with relationship management, taking our clients on a journey of discovery, creativity and possibility.

From expert advice to curated services for every fine wine journey, we pride ourselves on doing things with great care and attention to the finest detail. Our clients are at the heart of all of our thinking, creativity and innovation. We are passionate, results focused and have a pioneering spirit to cater to our clients desire for the rare and unique.

Synonymous with exceptional service, trusted experience and luxury, we continue to disrupt the fine wine market and set new standards for the ultimate fine wine experience, raising the profile of our portfolio of Australian and international fine wine.

LANGTONS

LUXURY CODE

# Our clients think of us as *the destination for fine wine experiences.*

Today, LANGTONS is Australia's home for private shopping, auctions, retail, luxury events and wine consignment.

Our clients engage with our brand because of our history, credibility and the access it gives them.



# Our cohorts

Clients trust us for our discretion, integrity and respect. They feel special and appreciated, belonging to a like-minded community.

41%  
of  
total  
sales



4% of total clients

## 88 (UHNW) / VIP (HNW)

Luxury is a lifestyle, an expectation

### About Me

Financially free, Generosity, Any generation,  
Business owner, Wine confident,  
Wine is art and investment

39%  
of  
total  
sales



41% of total clients

## Lux Wine Enthusiast

Luxury is an occasional indulgence

### About Me

Financially stable, Achievement,  
Gen X & Boomers, C and D suite,  
Wine educated, Wine is collectible

14%  
of  
total  
sales



55% of total clients

## Emerging Lux

Luxury is an earned reward

### About Me

Cautious spenders, Adventure, Millennial,  
Career driven, Wine curious, Wine is growth

### Annual Order Value

>\$50k p.a

### Annual Order Value

\$20k - \$50k p.a

### Annual Order Value

\$2k - \$20k p.a

### Annual Order Value

<\$2k p.a

### Average Bottle Price

\$435

### Average Bottle Price

\$151

### Average Bottle Price

\$61

### Average Bottle Price

\$44

### Average Basket Size

\$3k

### Average Basket Size

\$1k

### Average Basket Size

\$453

### Average Basket Size

\$252

### Frequency per year

42

### Frequency per year

26

### Frequency per year

11

### Frequency per year

4

# UHNW Client Fast Facts

20+

Private Client Managers  
WSET qualified



Pathways to purchase  
Client Services  
Ecommerce

*(Auctions, Retail & Experiences)*

478

Active clients

\$1771.59

Average basket size



15.2k

Wine SKUs sold YTD to VIPs  
and 88s (12 months to Oct 23)

6+

Luxury partnerships  
Amex Centurion Top 5 spend

\$ 246.25

Average bottle price  
VIPs and 88s (12 months to Oct 23)



Experiences

Average ticket price  
~\$1000

## ALL CUSTOMER ACTIVITY

11946  
Active clients

8.6  
Average frequency of purchase

88%  
Wines from France and Australia

\$5039  
Average annual spend

32%  
Gen Z and Millennials

43%  
Sales originate online

40.8k  
Wine Skus across all cohorts



## *Auction Overview*



# The Market

Australia holds its position as the seventh largest champagne market by both volume and value, boasting the fourth largest per head consumption and the largest outside of mainland Europe. Australia's growth in champagne imports is unprecedented globally, mushrooming from a low of just 890,000 bottles in 2001 to a record 10.5 million in 2022, representing 12-fold growth in volume and even greater growth in value in 21 years. However, Australia's champagne imports record the lowest average ex-cellar value of the top ten markets, indicative of the capacity for this market to mature and fully embrace the diversity of champagne beyond entry-level non-vintage.

Champagne in Australia is in a massive state of flux right now, setting new records year on year. Exciting diversity is beginning to emerge in this market long characterised by volume and value. In 2022, Australia imported 33 more brands than 2021, representing a record 135 houses, 187 growers and 15 cooperatives, reflective of the increasing diversity of champagne in our market.

Non-vintage imports dropped to 88.8%, the lowest since 2008, thanks to small rises in rosé, prestige and vintage and especially in low dosage, which set a new record of 2.7% of imports, almost doubling 2021 shipments.

These figures reflect a slow yet exciting trend toward increasing diversity of champagne consumption in Australia, indicative of the maturing of the market. Such growth is unprecedented globally, and particularly noteworthy at a time when champagne availability remains limited and pricing is at a record high.



# Our Reach

Since 1988, LANGTONS has led the way and been the trusted name in fine wine auctions in Australia... but our reach doesn't stop there. Our auctions, which routinely list the world's most sought-after bottles are frequented by 17,000 clients, based globally including Australia, China, Hong Kong and the United Kingdom.

With more than 30 years of secondary market knowledge and expertise, we have a proven track record of achieving the best records regardless of the style or type. Whether it's the top wines from Penfolds (Bin 1 Grange 1951 recently set a record of \$157,624) or Burgundy (d'Auvenay Criots-Batard-Montrachet 2006 sold for \$20,971), the endless pursuit of the fine and the rare is our DNA. We indulge our clients' senses, igniting their curiosity, creating memorable moments. LANGTONS' global network of clients can't get enough of our best-in-class service, our auction experience and the range of fine and rare wines we offer.



# Auction Partner - Tyson Stelzer

LANGTONS and Tyson Stelzer have a long-established relationship. We are proud to support his charitable work in the Teen Rescue Foundation and have also been proud partners of his famous Taste Champagne events. In turn, Tyson has enhanced our clients with our luxury events, making this a natural partnership for our upcoming auction.

Tyson Stelzer is a multi-award-winning wine writer, television host and producer, author of 18 books, international keynote speaker and wine show chairman and judge.

He was named The International Champagne Writer of the Year 2011 (in The Louis Roederer International Wine Writers' Awards), The International Wine & Spirit Communicator of the Year 2015 (in the International Wine & Spirit Competition) and the Australian Wine Communicator of the Year 2015 and 2013 (The Wine Communicators of Australia). In 2021, he was named the Most Influential Opinion Maker in the annual power list of Who's Who in Australia by Meininger's Wine Business International (Germany).

He is also the creator and host of The Champagne Tour, the Advanced Champagne Certificate and of Taste Champagne, the biggest global champagne showcase, with events across Australia, the UK and Hong Kong. Tyson leads the champagne program of the Len Evans Tutorial, considered to be the most exclusive wine school in the world.

*Tyson Stelzer has been long regarded as one of the world's leading commentators on Champagne. Read more...*

— **Anne Krebiehl MW, The Buyer, UK**

*It is not difficult at all to understand how Tyson Stelzer has risen to become one of the most insightful and trusted champagne critics on Earth.*

— **Chelsea Vintners, UK**

*Tyson Stelzer is one of the most prolific yet meticulous writers about Champagne, and he is established on the international stage as one of the five or six eminent specialist critics on the subject who matter.*

— **World of Fine Wine, UK**

*The best guide ever published on Champagne.*

— **Huon Hooke, The Sydney Morning Herald**

*A truly global publication and one of the most comprehensive of its type in the world.*

— **The Age**



# Champagne Auction Mechanics

**Objective:**

Create an annual Champagne platform, to excite collectors and drive awareness of the depth of this luxury category.

**Auction Name:**

Champagne: Auctioning the World's Finest

**When:**

Late November through to early December

**Where:**

Auction will be housed online at [langtons.com.au](http://langtons.com.au)

**What:**

The auction will include special bottlings, large formats and collectors items that can be found nowhere else in the market. This auction will be the largest fine and rare Champagne auction ever held in Australia, supported by globally noteworthy houses and a leading Champagne voice (Tyson Stelzer), hosted by the most trusted auction house in Australia.



# Champagne Auction Case Study

## The Danny Younis Collection: Champagne Auction

The biggest Champagne auction we have ever hosted was part of the famed **Danny Younis Collection** auction series. A showcase of rare and aged prestige cuvées.

### Auction Stats

Hammer: \$210,951  
Supply stock value: \$186,869  
Bottles in auction: 362  
Bottles won: 311  
Clearance: 86.54%  
Number of unique bidders: 132

### Auction Wine Highlights

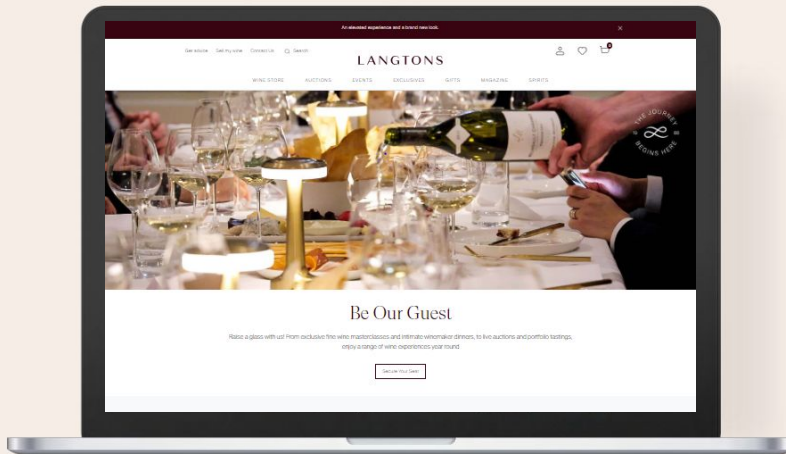
BILLECART-SALMON Cuvee Elisabeth Salmon Brut, Champagne 1996 SOLD for \$440 (\$300 reserve)  
BOLLINGER Vieilles Vignes Francaises Blanc de Noirs, Champagne 1988 SOLD for \$2,501 (\$1,800 reserve)  
CEDRIC BOUCHARD Roses De Jeanne Les Ursules Blanc de Noirs, Champagne 2007 (M) SOLD for \$940 (\$700 reserve)  
JACQUES SELOSSE Millesime, Champagne 2008 SOLD for \$2,450 (\$1,900 reserve)  
KRUG Clos du Mesnil Blanc de Blancs, Champagne 1988 SOLD for \$3,000  
MOET & CHANDON Cuvee Dom Perignon Brut, Champagne 2008 (M) SOLD for \$1,200 (\$950 reserve)  
SALON Le Mesnil Blanc de Blancs, Champagne 1996 SOLD for \$2,200



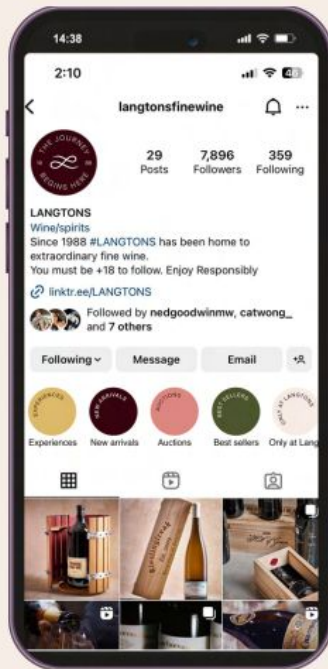
# *Promotional Plan*



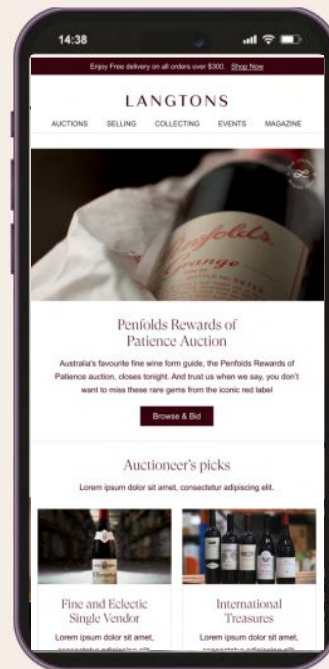
# Our ecosystem



Website



Social Communities



Email

# The go-to-market plan

	Pre Launch Preparation	Auction Open	Auction Sustain	Auction Close
<b>Owned</b>	<p><u>Content Development</u></p> <ul style="list-style-type: none"> <li>- Dedicated photography of key wines featured in auction</li> <li>- Videography pans of key bottles for socials</li> <li>- Develop dedicated feature for site (ie interview with Tyson)</li> </ul> <p><u>Client Services</u></p> <ul style="list-style-type: none"> <li>- Private Client Manager briefing</li> </ul>	<p><u>Email</u></p> <ul style="list-style-type: none"> <li>- Dedicated auction launch email</li> </ul> <p><u>Social</u></p> <ul style="list-style-type: none"> <li>- Launch social comms</li> </ul> <p><u>Website</u></p> <ul style="list-style-type: none"> <li>- Homepage spotlight</li> <li>- Auction landing page spotlight</li> <li>- Dedicated landing page on auction</li> <li>- Meganav call out in navigation drop down</li> <li>- News article</li> </ul> <p><u>Client Services</u></p> <ul style="list-style-type: none"> <li>- Promotion of auction to clients</li> <li>- Email banner added to email signature</li> </ul>	<p><u>Email</u></p> <ul style="list-style-type: none"> <li>- Campaign banner as a secondary message in Auction newsletter</li> </ul> <p><u>Social</u></p> <ul style="list-style-type: none"> <li>- Sustain social comms</li> </ul> <p><u>Website</u></p> <ul style="list-style-type: none"> <li>- Refresh key visuals across homepage, auction and dedicated landing page</li> </ul> <p><u>Client Services</u></p> <ul style="list-style-type: none"> <li>- Promotion of auction to clients</li> <li>- Email banner added to email signature</li> </ul>	<p><u>Email</u></p> <ul style="list-style-type: none"> <li>- Dedicated auction close email</li> </ul> <p><u>Social</u></p> <ul style="list-style-type: none"> <li>- Close social comms</li> </ul> <p><u>Client Services</u></p> <ul style="list-style-type: none"> <li>- Last call comms to clients</li> </ul> <p><u>Website</u></p> <ul style="list-style-type: none"> <li>- Auction Report</li> </ul>
<b>Paid</b>	<p><u>Advertising</u></p> <ul style="list-style-type: none"> <li>- Brief paid media agency on campaign</li> <li>- Deliver advertising creative ahead of launch for scheduling</li> </ul>	<p><u>Advertising</u></p> <ul style="list-style-type: none"> <li>- SEM site link</li> <li>- Paid social advertising</li> <li>- Display</li> <li>- fPrint ad (TBC)</li> </ul>	<p><u>Online Advertising</u></p> <ul style="list-style-type: none"> <li>- SEM site link</li> <li>- Paid social advertising</li> <li>- Display</li> <li>- Print ad (TBC)</li> </ul>	<p><u>Online Advertising</u></p> <ul style="list-style-type: none"> <li>- SEM site link</li> <li>- Paid social advertising</li> <li>- Display</li> </ul>
<b>Earned</b>	<p><u>PR</u></p> <ul style="list-style-type: none"> <li>- Brief PR agency on campaign</li> <li>- Develop Press Release</li> <li>- Secure quotes from Michael and Tyson</li> </ul> <p><u>Partnerships</u></p> <ul style="list-style-type: none"> <li>- Explore opportunities to promote auction to 3P databases via LANGTONS connections</li> <li>- Explore opportunities to promote auction to 3P databases via Tysons connections</li> </ul>	<p><u>PR</u></p> <ul style="list-style-type: none"> <li>- Confirmed launch coverage goes live</li> </ul> <p><u>Advocates</u></p> <ul style="list-style-type: none"> <li>- Employee advocacy</li> <li>- Brand partner advocacy</li> </ul>	<p><u>PR</u></p> <ul style="list-style-type: none"> <li>- Confirmed sustain coverage goes live</li> </ul> <p><u>Advocates</u></p> <ul style="list-style-type: none"> <li>- Employee advocacy</li> <li>- Brand partner advocacy</li> </ul>	<p><u>PR</u></p> <ul style="list-style-type: none"> <li>- Share key auction results with PR agency to explore post auction close coverage with media</li> </ul> <p><u>Advocates</u></p> <ul style="list-style-type: none"> <li>- Employee advocacy</li> <li>- Brand partner advocacy</li> </ul>



# Media Matrix

## Food, Wine & Design

Australian Traveller  
Albert Review  
Belle  
Broadsheet  
Concrete Playground  
Delicious  
Escape Australia  
Good Food  
Gourmet Traveller  
Gourmet Traveller WINE  
Delicious  
Qantas Traveller WINE  
Selector  
Travel + Luxury  
Traveller.com  
Vacations & Travel  
Vogue Living

## Business

AFR  
AFR Magazine  
The Age  
The Australian  
The Sydney Morning Herald  
Forbes Australia  
Financial Times



## Luxury & Lifestyle

AFR Life & Leisure  
How to Spend it  
Boss Hunting  
D'Marge  
Esquire  
Harper's Bazaar  
ICON  
Indulgence  
Man of Many  
Robb Report  
Sunday Life  
The West Australian  
Vogue Australia  
Wish  
Good Weekend  
Weekend Australian  
Broadsheet

## Trade

Decanter  
Wine Spectator  
Halliday Wine Companion  
Wine Advocate  
The Real Review  
Wine Searcher  
Wine Enthusiast  
World of Fine Wine  
Wine Front  
Australian Bartender  
Drinks Business  
The Shout  
Food & Drinks Business  
Drinks Digest  
Drinks Trade  
National Liquor News  
Mumbrella  
B&T  
Wine Estate  
Wine Showcase




# Sample Press Clippings

**Forbes** [Subscribe](#)  


Collectibles

## Rare wines and a highly sought-after 1985 Burgundy head to online auction

By Elise Shaw

November 11, 2022   

This online auction will showcase a complete dozen of Henri Jaye Vosne-Romanée 1er Cru Cros Parantoux 1985.



 **FINANCIAL REVIEW** 

[Life & Luxury](#) [Food & Wine](#) [Life & Leisure](#)

Life & Leisure

## Bottle of Penfolds ‘liquid gold’ fetches \$150k as crypto set cashes in

**Lucy Dean** *Wealth reporter* 

Oct 7, 2022 – 11.35am   



**Decanter**  



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Home / Wine News


## Barossa fine wine auction raises A\$295,000 to support mental health services


Martin Green  
June 29, 2023   



 **TRR** 

## Langton’s finest ever wine cellar auction

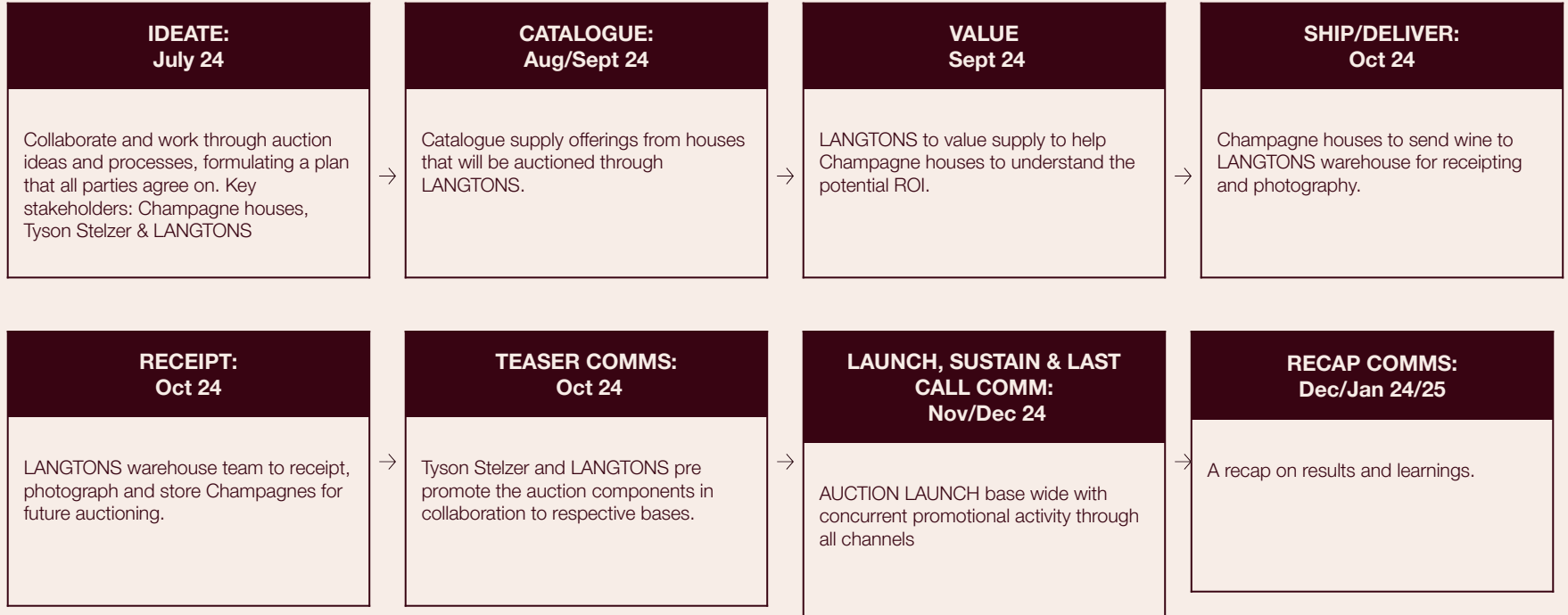
SEP 12, 2023  **HUON HOOKE** in [WINE NEWS](#)



Some of The Danny Younis Collection wines up for auction. LANGTON’S

A most extraordinary wine cellar has come up for auction at [Langton’s](#). [The Danny Younis Collection](#) is the most significant single-vendor auction to go under the hammer at Langton’s since it was established in 1988, according to the auction house.

# Key Milestones







# Auctions & Associated Costs

The Champagne Auction will take one of two formats dependant on supply:

1. One primary catalogue with all focus
2. Two or more catalogues based on thematic (house Champagne and Grower Champagne as an example)

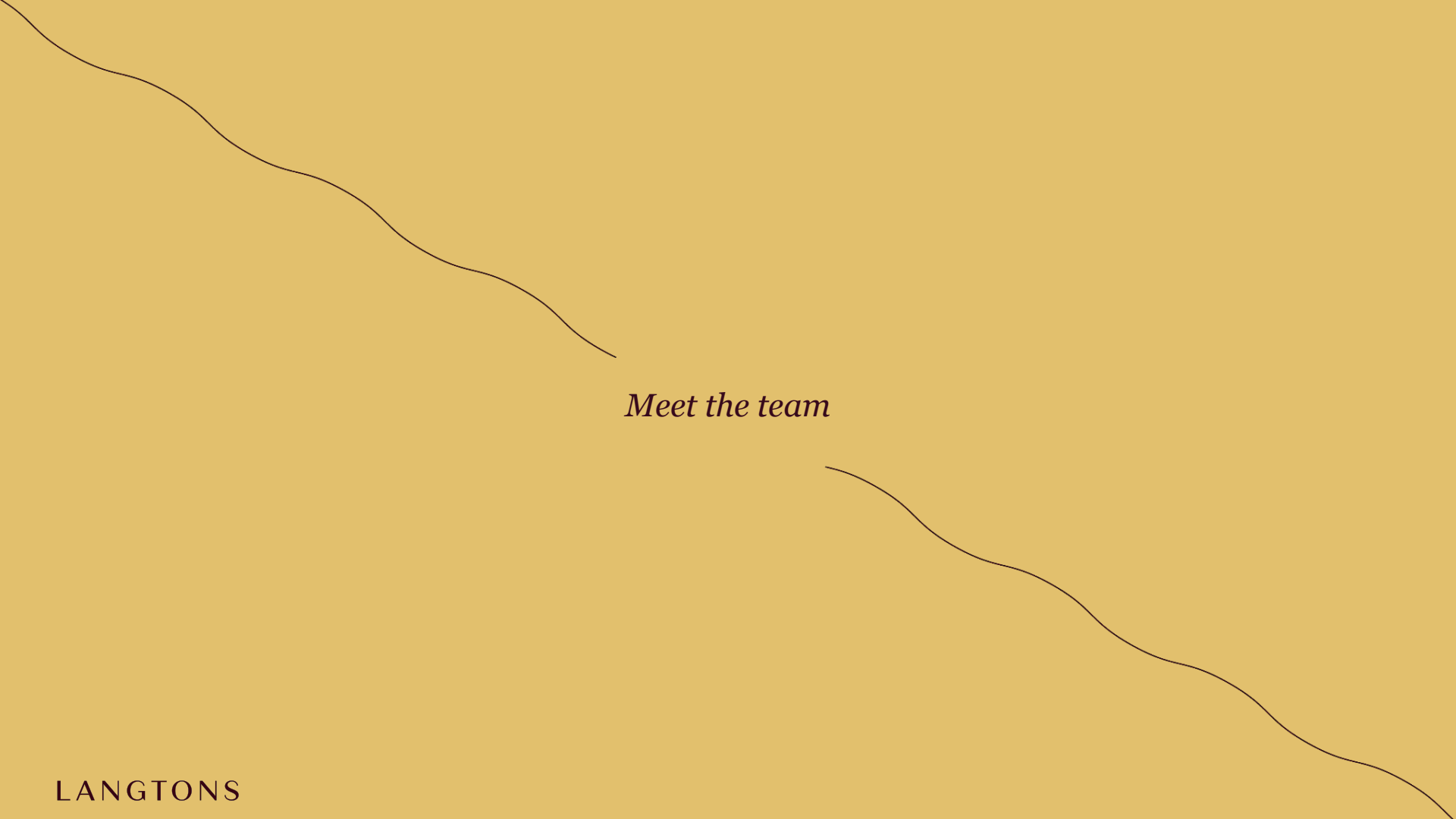
LANGTONS consignment rate is 15% inc GST.

That fee includes:

- Cataloging
- Collection
- Insurance
- Photography
- Storage
- Marketing
- PR

We will ensure that the wines are stored under lock and key within our climate controlled warehouse. Once sold, we will transfer you moneys owed within seven business days to your nominated account.





*Meet the team*

LANGTONS

# Meet the team



**Michael Anderson**

HEAD OF AUCTIONS &  
SECONDARY MARKET



**Kris Chegwidden**

HEAD OF MARKETING &  
ECOMMERCE



**Jake Duffin**

PARTNERSHIPS AND  
EVENTS MANAGER





For all enquiries, please contact:

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Head of Auctions & Secondary Market

[michael.anderson@langtons.com.au](mailto:michael.anderson@langtons.com.au)



# LANGTONS

THANK YOU

Wine Store • Auctions • Wine Consignment • Events • Client Services