

Media Notice

Contact:

**IMMEDIATE RELEASE**

Martin Keller, Media Savant Communications Co.  
612-729-8585, [mkeller@mediasavantcom.com](mailto:mkeller@mediasavantcom.com)

*Equity investment fund developed during economic downturn sustains strong growth*

**FINE WINE APPRECIATION FUND-1 SEES TOTAL NET GAIN OF 28.7% AFTER SIX MONTHS; BACCHUS PARTNERS TOUTS UNIQUELY POSITIONED ASSET CLASS AND BECOMES A LEADING GLOBAL WINE COLLECTOR**

TWIN CITIES — April 30, 2009 — After just six months, a unique, U.S. private equity investment fund devoted to fine wine collecting is delivering gains that are worthy of a hearty toast. Bacchus Partners LLC ([www.BacchusWineFunds.com](http://www.BacchusWineFunds.com)), which closed its \$3.3M Fine Wine Appreciation Fund-1 (FWAF-1) at the onset of the economic meltdown last October, is reporting a net gain of 28.7% for its 23 investors over the past two quarters. And it has now made FWAF-1 among the top investors in the world of fine wines, with purchases up to \$30,000.00 a bottle and an average bottle price of about \$400.00. A secure and high-quality storage facility in the Twin Cities suburb of Wayzata was built to store the growing collection.

One of just a handful of funds in the world — and purportedly the only private equity fund in the US that is dedicated to fine wine as its asset class — the fund reported an impressive gain in net fund capital of 18.5% for the 1<sup>st</sup> quarter of 2009, following a gain of 8.6% for 4<sup>th</sup> quarter 2008.

“During our first two quarters in existence, we have become very skilled at exploiting the inefficiencies on the buy-side of the fine wine market,” states Mike Wigley, CEO and Chief Investment Officer of Bacchus Partners. “On average, we’ve purchased our wine at 40% below Fair-Market-Value. We have just begun testing the inefficiencies we believe exist on the sell-side. Our current hypothesis is that these are significant.”

"We are extremely pleased to report a gain in net fund capital of 18.5% for the 1st quarter of 2009," says Brian J. Jackson, President and Treasurer of the fund. "Our total gain for the first six months of operations is 28.7%! We are confident in our ability to deliver above-average returns to our partners over the long-term."

Fine Wine Performs Well In Recessionary Periods

“Historically, fine wine has performed better than most every asset class in down markets, while generating a 15% annual return since the 1950's," adds Wigley. “Our fund’s stellar returns are driven by its proprietary analytics, which track 25 key factors affecting wine demand. Some of these factor include ratings by renowned wine critics; where a wine is in its life cycle; the brand, etc.”

"We are continuing to collect investment-grade wine, the best of the best from Bordeaux and Burgundy," notes Jackson (more than 80% of the fund's wines are from these regions).

"Our analytics, selection criteria, and buying discipline have allowed us to significantly out-perform the Liv-ex 100 during our first six months," adds Wigley. The Liv-ex 100, widely recognized as the world's leading wine index, declined 17.9% from September 30, 2008 through March 31, 2009.

### About Fine Wine Collecting and the Principals of the Fine Wine Fund-1

Fine Wine as an asset class has appreciated at approximately 15% per year since 1950. In the mid-1990s, *Wine Spectator* magazine started publishing the Wine Spectator Auction Index ([www.winespectator.com](http://www.winespectator.com)) to track the auction selling prices of specific wines. In 2001, the London International Vintners Exchange (Liv-ex, [www.liv-ex.com](http://www.liv-ex.com)) developed the first index, the Liv-ex 100, to specifically track the Fine Wine market as an asset class. Since then, Liv-ex has developed a broader index, called the Liv-ex 500 and some region-specific indexes, such as their Bordeaux index called the Liv-ex Claret Index.

While both Wigley and Jackson are firm believers in asset diversification and that fine wine provides an excellent diversification element to most investors' portfolios, they also believe that specific well-executed strategies can beat a specific industry index. "We believe that our methodology should enable the FWAF-1 to meet or beat the Liv-ex 100 performance in the future as well," Wigley commented.

Wigley has been president and CEO of Great Plains Companies, Inc., a diversified holding company. Jackson, a self-described CFO for hire, works prominently with early stage and start-up companies in the medical device arena at Bayside Capital where he is President.

For more information — or to interview The Fine Wine Fund-1 principals — please contact Martin Keller at Media Savant Communications Co., 612-729-8585, [mkeller@mediasavantcom.com](mailto:mkeller@mediasavantcom.com)

###

---

Access 350+ FREE radio stations anytime from anywhere on the web. [Get the Radio Toolbar!](#)