

## Bottle banking

Published on Welcome to Matter(s) (<http://www.welcometomatters.com>)

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Somewhere in the German winegrowing region Rheingau, deep down under the Röss's vineyard estate, there is a bank - the wineBANK. It offers a perfectly well-tempered and secure wine storage space for rent to keep the value of your beloved red and white wines growing. A special degustation room complements the service.

### Why it matters

As a reaction to the implosion of the art-market bubble and the ongoing gold-rush, smart investment alternatives like vintage wines are gaining popularity. Will we see 'high-street banks' hopping on the train and cooperating with specialists in these alternative areas such as winemakers to expand their offer?

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