

WineTip: the first Italian Wine Storage in Milan



By Sara Stefanovic __ July 31, 2021



WineTip, which has been Italy's top wine merchant for 20 years, opens the first Italian Wine Vault; complete with deluxe set-up, boasting all-round services.

The WineTip vault is a temperature and humidity controlled vault in all respects. It consists of 90 wine lockers and 3 wine rooms, designed for individuals and companies for the storage and display of rare and precious wines. The lockers are accompanied by a range of tailor-made services ranging from consultancy to the evaluation of the bottles; the possibility of delivery and collection in Milan and Hinterland within a few hours; up to the organization of private events in the new WineTip room with open kitchen. The latter, perfect for tastings, show cooking and themed dinners.



What is WineTip?

WineTip was born in 2000 and it was developed thanks to the commitment of a group of friends. **Massimo Cassamagnaga, Fabrizio Cimiotta, Alberto Cristofori and Federico Pedrazzi** share the same passion for wine. They have different backgrounds, from trading to IT to business consulting. The WineTip team includes qualified sommeliers and collaborators with long experience in haute cuisine and hotels; each with specific knowledge in the wine and spirits market.



Today WineTip is a large, listed and renowned reality in the international wine milieu.

WineTip has conquered a wide public in its 20 years of activity. WineTip customers are individuals and companies from over 40 countries around the world. A varied, cultured and demanding set of customers who know they are addressing a team of connoisseurs. The rich Asian collector who makes a stop in Milan specifically to buy a rare bottle; large restaurants looking for goodies to put on the menu; from private individuals wishing to collect niche wines, to wine producers wishing to expand their customer portfolio; the curious gourmand of tastings and dinners of the highest level.



You can taste dream wines directly at WineTip or in starred restaurants on the occasion of thematic dinners.

The many different customers are treated with the same care, according to one of the fundamental principles of WineTip. Simple enthusiasts, collectors or professionals, all will be served and advised with the same professionalism, the same passion and dedication.



In addition to being an internationally recognized wine merchant, WineTip is an important supplier in Milan and its province. In fact, it supplies its wines to the largest hotel chains, to numerous multi-starred restaurants, and wine bars.

Milano Wine Vault: The first wine vault in Italy

The historic headquarters of WineTip in via Angelo Morbelli 7; next to the cellar where thousands of the finest bottles in the world are kept, it houses a vault consisting of 90 wine lockers and 3 wine rooms equipped for a total capacity of about 5,000 bottles.



Each room houses shelves and display drawers for a capacity of about 300 bottles. In the lockers, on the other hand, there are up to 42 different labels. The bottles, unfolded, rest in optimal conditions waiting to be uncorked. The entire vault, in fact, guarantees a temperature of 15 degrees and a humidity of 70%, for perfect conservation of the wines.

Access to the entire environment is only possible via a security code. Each storage space, both the rooms and the lockers, has a lock with a safety key kept by the WineTip managers. It is therefore possible to enter the vault only in the presence of the staff.



All the bottles stored on the premises are registered and cataloged. As well as any entry or exit from the storage spaces, also for insurance reasons.

This service is ideal for wine enthusiast or collector, as well as for those interested in marketing their own collectible bottles. WineTip experts, in fact, offer advice for the evaluation and possible marketing of wines stored in the lockers or in the rooms.

It is also possible to organize a tasting on site or a dinner with show cooking by a chef served in the new tasting room. The latter is a top service for individuals and companies who want to organize private meetings in a unique and charming location.

Those who use the wine storage service at WineTip will have access to evenings and offers reserved only for users of the rooms and lockers or in absolute preview.



Such an exclusive range of services makes the Milano Wine Vault an example of unique Italian wine storage.



«Wine collectors are on the rise, but often they don't know where to keep their bottles, or they don't have an adequate structure. Thanks to WineTip, today this structure exists and is located in the center of Milan. Thus enthusiasts and collectors have the opportunity to keep their wines at controlled temperature and humidity, and show their treasures to friends or customers».

Alberto Cristofori, Cofounder & Partner WineTip

WineTip Selection

WineTip buys its wines mainly from producers and distributors, but also from private wineries and restaurants. Older vintages, in particular, are often purchased directly from selected collectors with whom the WineTip team has established relationships. Each bottle purchased is meticulously checked. The state of conservation is constantly checked through sample tastings, which check the general condition of the cellar.



WineTip also has a second warehouse in Mazzo di Rho, where the bottles are stored at controlled temperature and humidity.

WineTip boasts a rich cellar of over 4,000 labels, which is equal to 100,000 bottles. It includes all the most popular wines on the market up to those considered unobtainable. It is the best reference for collectors and connoisseurs, offering wines from all over the world; and boasting a great depth of vintages and specializes, especially on the best wines of Piedmont, Tuscany, Burgundy, Bordeaux and Champagne.



In addition to the service and reliability of the consultancy, it is the large bottles that make WineTip a must for collectors from all over the world.

If wines represent the core business of WineTip, the selection of spirits is no exception. In fact, in 20 years of activity, the Milanese cellar has been enriched with many hundreds of distillate labels. Great Whiskey, Rhum, but also Cognac and Armagnac, fine grappas, Gin, Calvados and Vodka. These are very particular and refined bottles, purchased by the WineTip team directly from producers; from official importers; by collectors or beats in specialized auctions.