



Relics of the past grace the shelves of Verny's offices.



Liaison for Winemakers

VERNY PARIS IS AN EXCEPTIONAL WINE CELLAR AND SERVICE CONCEPT

ON MY RECENT trip to Paris, I was introduced to what may be the finest wine cellar in France. As the proprietor of Verny, 36-year-old Olivier Madinier gave up his law studies in favor of collecting a carefully-selected range of fine wines for private clients and restaurateurs.

Madinier has the opportunity to work directly with domaines, winemakers, and growers from around the world, acting as an ambassador in the vineyards for that special direct connection between client and producer. "If you don't buy from the producer, who can teach you best about the wine?" Madinier offers. "They tell you the story of their heritage and we represent their livelihood and history. That's Verny."

With a collection of more than 10,000 exclusive and rare bottles, Verny Paris aims to match its wines as accurately as possible with its cli-

ents' tastes. From rare and exceptional Grand Crus to "popular" wines from California, Madinier says Verny prides itself on the meticulous research of both old and new vintages—as well as the ability to sell at market price.

Creating "special moments," or "*moments de vin*," is a guiding concept for Verny's members. These private gatherings serve as invitation-only tastings which help attendees discover a particular wine, meet a producer face-to-face, or learn about up-and-coming winemakers. Madinier has a talent for making discoveries and creating a buzz to promote new names and labels.

Verny's services extend to the



Olivier Madinier is Proprietor of Verny.

auditing of cellars, offering consultation on valuation, storage conditions and aging potential. "We believe part of our support is to offer our members guidance in managing their personal or business cellars," says Madinier. Verny's services wouldn't be complete without

teaching its members—including newcomers to the sommelier community—to learn how to preserve, decant, serve, and store wines correctly. "After all, the wines reflect the spirit of its respective owners. To Verny Paris, wine represents instant gratification, but also something meaningfully passed on through generations." SJ

—Meridith May