



PRESS RELEASE

That's the (French) Spirit! Two Powerhouses Bid on New Auction Site

iDealwine.com and La Maison du Whisky join forces to launch Fine Spirits Auction, the first online auction house of its kind in France, 100% dedicated to the world's finest spirits. Bidding opens November 20th on 300 lots of outstanding whisky, rum, Armagnac, and Cognac. www.finespirits.auction

Paris, 19th November 2020

Bidding opens Friday November 20th for the first time on this brand-new platform, Fine Spirits Auction. Rare Scotch and Japanese whiskies, centuries-old Armagnac and Cognac, and bottles of exceptional rum will delight spirits collectors and connoisseurs alike. Over 300 lots are set to go under the hammer when the sale closes on December 11th, 2020.

Fine Spirits Auction (FSA) is a partnership between iDealwine and La Maison du Whisky. As no1 online wine auctioneer worldwide, iDealwine brings 20 years of auction experience and technical knowledge to the table; La Maison du Whisky offers over 60 years of product knowledge as the fine spirits retailer, importer, and distributor *par excellence* in France. The two brands are thrilled to marry their respective areas of expertise in this truly natural partnership.

The seed of the idea to establish an exciting new auction house was planted just over a year ago, at the serendipitous meeting of Cyrille Jomand and Thierry Bénitah, respective CEOs of iDealwine and La Maison du Whisky. With his finger on the pulse of market trends, Mr. Jomand and the team at iDealwine have witnessed considerable increased interest in rare and collectable spirits on its fine wine website, particularly in aged whisky. In a similar vein, the team at La Maison du Whisky has long been solicited for bottle valuations and sourcing on behalf of its most trusted clients.

Realising the enormous potential in this untapped market (as there was no dedicated fine spirits auction house in France) and sharing the same vision for future, Fine Spirits Auction evolved from a passion project to the sleek platform that is ready to open its first sale today.



LA MAISON DU WHISKY
LMDW

iDealwine

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FINE SPIRITS AUCTION



Cyrille Jomand, CEO of iDealwine commented: “Our position as global leader in online wine auctions coupled with the ever-increasing appetite for aged spirits on iDealwine.com, has meant we have wanted to dive into the world of whisky and fine spirits for quite some time. I am extremely proud to join forces with La Maison du Whisky in this new partnership and after many months of hard work, I am delighted to see our first sale go to auction.”

Thierry Bénitah, CEO of La Maison du Whisky: “Founded in 1956, LMDW is proud to be the retailer of choice for fine spirits in France (in our two Paris boutiques, via our 3,000 strong network of independent wine merchants, and online at whisky.fr). Today, demand has never been so high, which is why we are thrilled to combine our expertise with that of iDealwine in establishing the first auctioneer in France 100% dedicated to outstanding spirits.”

Sale opens Friday November 20th, 2020

Hammer falls Friday December 11th, 2020

www.finespirits.auction/en

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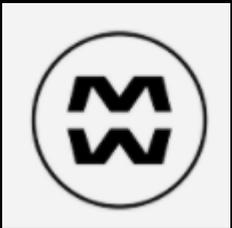
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N°1 ONLINE WINE AUCTIONEER

Founded in 2000, iDealwine is France's top wine auctioneer and leading online wine auction house worldwide. Specialising in rare and fine wine at auction, as well as traditional fixed-price sales; iDealwine is trusted by 550,000 wine lovers in over 60 countries worldwide. Based in Paris and with offices in Bordeaux and Hong Kong, iDealwine sources rare bottles from European cellars, private collections, and direct from wineries before shipping to wine lovers and collectors worldwide.



SINCE 1956, THE LARGEST CHOICE OF SPIRITS IN FRANCE

Sourcing specialist, official importer, and exclusive distributor of brands from around the world, La Maison du Whisky has delighted whisky and spirits enthusiasts for over 60 years. Curious and creative, La Maison du Whisky are led by two guiding principles: a passion for their products and a desire for enthusiasts to discover them in our shops, at whisky.fr, or from France's finest independent retailers.

Download images here: <https://we.tl/t-UJzqMU7xwg>, please credit FineSpirits.Auction



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