



# NFT-BASED FINE WINE PLATFORM

## IDENTIFIED NEED

Due to the growing appreciation for the value South African wines provide to both domestic and international buyers, previously untraded wines are now entering the secondary market. This presents both opportunities and risks.

The South African secondary fine wine market has been devoid of any conclusive technologically-innovative interventions. This leaves a R5.47 billion\* industry stuck in the past as its secondary markets are representative of a "Craigslist"-era model.

Most fine wines are bought to be enjoyed, kept or traded; however, the latter two are increasingly more difficult to do efficiently. With no secure and centrally approved trading platform or safeguards against falsification, the secondary fine wine market is kept in the dark.

\*South African Wine Industry Statistics (SAWIS 2021).

## SOLUTION

Wine lovers want to own wine, not store it. The best wines should be cellared for decades, but many wine enthusiasts do not have adequate facilities.

Vaulted Wine not only allows for the optimal storage of wine without the hassle of managing a residential cellar and shipping on each trade, but enables collectors to acquire and trade fine wines with complete provenance.

Using secure digital NFT certificates, collectors are able to purchase wines with full storage and sale history, without it leaving the vault. This promotes South African fine wines as a tradable investment while exposing the secondary fine wine market to a broader buyer base.

## CONTACT US

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In 2021, numerous new fine wine auction records were set, and the sheer proliferation of these fine wine auctions demonstrates the rapidly growing demand for curated, high-value fine wine listings.



"The wine industry has an exceptional opportunity to use emerging blockchain technology to their advantage. By separating ownership from physical possession, a fine wine becomes an asset that can be collected and traded effortlessly until it's ready to be collected and enjoyed – perhaps decades in the future."

**Prof. Gert-Jan van Rooyen**

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