



Au bonheur du vin

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Geneva, Switzerland (GenevaLunch) - The pleasure of owning good wines that you want to set aside to age into fine wines can diminish sharply if the only place you have to keep them is an overheated storage room next to the soap-smelling laundry area in the bottom of your apartment building. Filip Opdebeek is a young (27) but experienced wine steward who worked with several producers in Switzerland after school and then managed a popular wine bar in the centre of Geneva. Opdebeek sees a growing need, in a city of winelovers, for an affordable storage space, not too far from home, where wines can age well, be safe from theft and be retrieved easily. His new company, **Au bonheur du vin Suisse**, offers a bank vault near the Place Molard in the centre of Geneva, to solve the problem.



Au bonheur is a French company that was

started three years ago. Opdebeek has the Swiss license and he had the bright idea of using a typically Swiss bank vault, where security is assured, the storage space is odor-free, cool and temperature-controlled.

A key to the young company's success is likely to be the ease with which you can rent and manage your wine cellar. The registration fee is SFr45. For SFr10 a month you can store up to 24 bottles.

You can carry on indefinitely, storing hundreds of bottles, with the per bottle monthly fee falling from approximately SFr5 a bottle per year as the amount of wine stored increases. The service is clearly not designed for those who limit their wine purchases to SFr10.