

THE ULTIMATE

WINE CELLAR

Producing the highest quality wine requires patience and consistency. However, our modern era seems to have dragged wine along into its insane race. The popular craze for wine has been to make wines that originally needed a long time to mature ready to drink a younger age, to build cellars that enhance the décor more than they do the wines, to control temperatures using devices that are only somewhat suited to preserving wine...

Definitely, the needs of our time have allowed us to lose sight of what wine really needs :

- a stable, cool temperature;
- a sealed, safe and properly designed environment;
- a qualified management of the collection;
- time.

BECAUSE YOUR BOTTLES WILL ONLY REVEAL THEMSELVES TO YOU
UNDER THE VERY BEST OF CONSERVATION CONDITIONS.

THE ULTIMATE WINE CELLAR

Canadian businesses are working together
to offer the very first smart cellar.

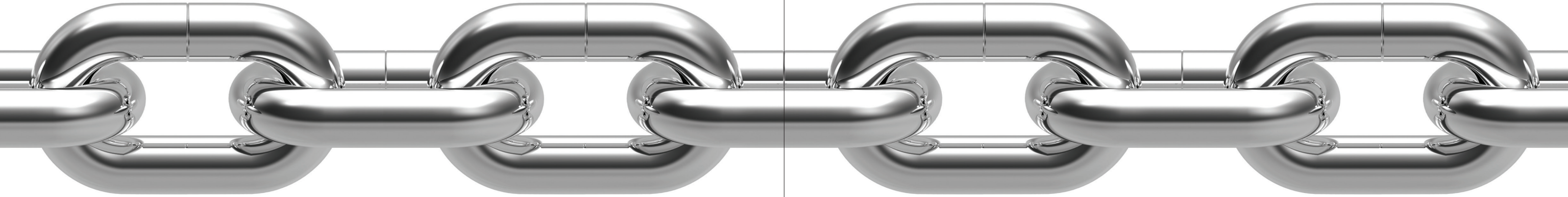
SMART technologies

SMART savoir-faire

SMART data

[three essential elements for a maturing cellar]

Like a chain, the quality of the wine's conservation
is only good as its weakest link.



A TEMPERATURE STABILIZER

THE KEYSTONE FOR AN AUTHENTIC WINE CELLAR

The Cube° technology is leading an unprecedented revolution in wine aging methods.

Tuned with the accuracy of a laboratory device, the Cube° enables the most precise and reliable temperature stability the wine world has ever seen.

Its mechanism operates quietly and without any compressor.

Surpassing the minimum requirements for optimal storage conditions, the Cube° is the only cooling system for wine cellars approved by the Canadian Association of Professional Sommeliers.



CUBE° - YELLOW BIRCH - WHEAT - BLACK



TEMPERATURE STABILITY IS THE MOST IMPORTANT
FACTOR IN THE WINE AGING PROCESS.

The Cube° was designed to replicate the conditions of European below-ground wine cellars within modern in-home cellars.

- by stabilizing the temperature of the environment following precisely the Continental seasonal fluctuations.
- by using the humidity naturally present in the room.

The sophisticated electronics found inside the system optimize the conditions required to give the wine a longer shelf life, and to enhance its complexity at the end of the aging process.

The design and engineering features ensure the durability of the system. Made from robust and renewable materials, the Cube° uses energy-efficient technology and has a small ecological footprint.





CUBE°400-YELLOW BIRCH-MIDNIGHT-MATTE BLACK





CAVEA™

ENCLOSE THE WINE EVOLUTION

THE ULTIMATE GLASS ENVELOPE
ENGINEERED FOR HIGH-END WINE CELLARS

THE ONLY GLASS ENCLOSURE
TAILORED FOR WINE STORAGE

CAVEA™ is the world's first glass envelope
to offer remarkable aging conditions to wine while
gaining an excellent view on the bottles.

CAVEA™ is so much more than simply glass with a UV membrane, it blocks all the wavelengths that lead directly to "lightstrike" (odour of boiled cabbage, wet dog, onion). A taste that is perceptible in less than a week when wine is exposed to natural light and even to certain common types of lighting.

CAVEA™'s insulation is 6 times that of standard types of glass and it is absolutely leaktight. This not only guarantees that temperatures will be as constant and as stable as those in an authentic maturing cellar but also prevents any risk of overworking the cooling system.

HIGH-PERFORMANCE
PRESERVATION

WITHOUT COMPROMISING
ON DESIGN

CAVEA™ has a unique integrated frame design that maximizes the glass surface and uses the advantages of insulated glass without the disadvantages of a massive, cumbersome structure.

Imagine your dream wine cellar and be guaranteed ultimate protection for your collection.

A BOLD COMBINATION

Besides providing ideal conditions for conserving wine, the CAVEA high-performance glass system has assets specifically chosen to fit into a totally hidden structure.

This combination meets the current trend for maximizing the glass surface without compromising the quality of the wine.



FOUR PANES WITH A DOOR

INFINITE POSSIBILITIES...

VERSATILITY, AT THE HEART OF THE CAVEA™ GLASS SYSTEM.



DOUBLE DOORS IN SERIE



IN SUM

- Superior insulation factor
- Lowest emission glass
- Blocks harmful light
- Absolutely leaktight
- Maximum glass surface



THE SAVOIR-FAIRE OF A MASTER CRAFTSMAN

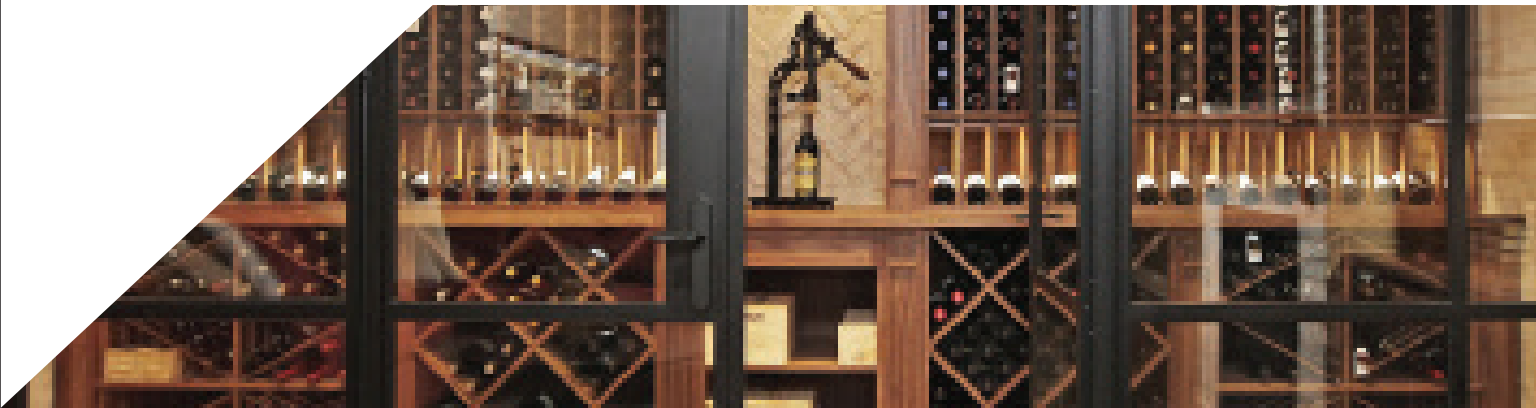
THE DESIGN, OF COURSE.

BUT THE ULTIMATE WINE CELLAR IS SO MUCH MORE.

CELLARING —

THE CORE COMPONENT OF THE PROCESS OF AGING WINE.

To offer conditions worthy of the grandest châteaux, you have to master how to choose the right materials, protection components, conservation technologies and appropriate lighting, not to mention the location and orientation of the site, how it is laid out and the type of support elements that will optimize the functionality of your room.



STRENGTHEN YOUR INVESTISSEMENT —

BY THE VERY QUALITY OF FABRICATION OF YOUR CELLAR.

The Wine Square and Alfred are partnering with the best manufacturers to roll out the Ultimate Wine cellar, right in your living space.

A NEW VOCATION FOR WINE CONSERVATION

The current passion for “trendy” cellars is marking a turning point for a new vocation in wine conservation.

This type of cellar gives a spectacular view of your bottles, fits elegantly into your space and becomes the focal point of any décor.

The Wine Square is a past master of harmonizing original designs that show off both their storage properties and their unique design.





MORE THAN MERE PROJECT MANAGERS

The chain is a guarantee of solidity.

From design to fabrication and from delivery to installation, The Wine Square is invested in your project from the first hesitant idea until final execution - and beyond!

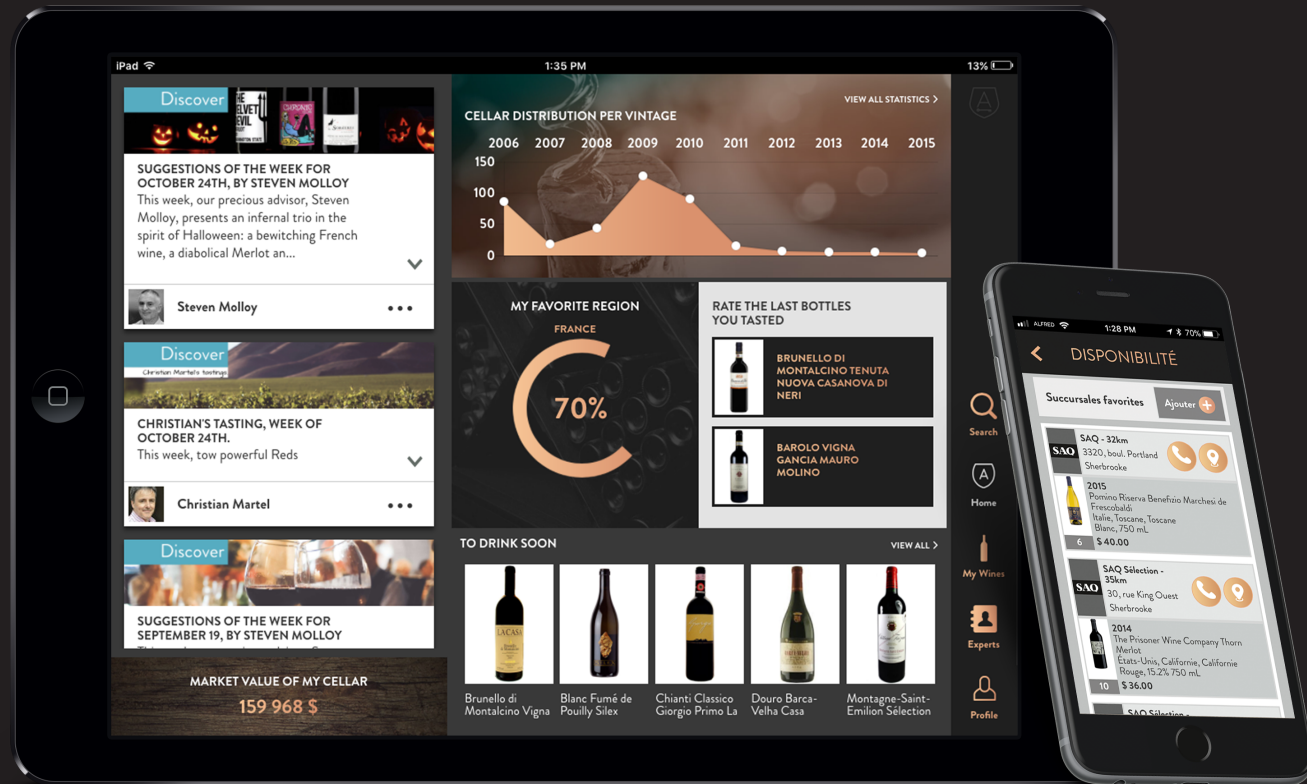
Our experience is closely involved at every step.

Each team has its own certified installers, trained in-house, solely to meet your highest expectations.

TO REVEAL THE FINEST SECRETS OF YOUR BOTTLES



ALFRED
THE WINE EXPERT



THE ULTIMATE SOMMELIER, IS IN YOUR HANDS.

Alfred is a sophisticated mobile app that connects to the Cube[®] and gives you full control over your cellar wherever you are. It knows, analyzes and records everything that goes on inside your cellar.

It knows everything about your collection: exactly what is in it, what it is worth in real time, the location of each bottle, which ones are ready to drink and which ones can wait a little longer.

THE MOST ADVANCED ARTIFICIAL INTELLIGENCE
IN THE SERVICE OF WINE,
YET WITH A HUMAN SIDE.

Alfred processes and scrutinizes thousands of pieces of data: the geographical location and climatic conditions of each vintage in each appellation around the world, taking into consideration the varieties making up each wine.

It studies the conservation conditions to which each bottle has been exposed. All of this is in order to accurately predict when your wine will be at its apogee, supported by the most accurate data.

OPTIMIZE YOUR PLEASURE AND THE VALUE OF YOUR INVESTMENT.

Alfred uses a top-of-the line algorithm to reconstitute the aging curve of all your references, based on the format of the bottle. Then an overall picture of your cellar is transposed graphically onto the app and you are carefully coached through everything you do :

- ✓ your purchases;
- ✓ your consumption;
- ✓ resale.

ESSENTIAL TO SIMPLER CELLAR MANAGEMENT.

The Alfred tool adapts to virtually any situation: whether you're a passionate amateur with under a hundred bottles and want to participate actively in managing your cellar, or a major collector who needs VIP service and only want the role of taster!

In these situations, Alfred offers the services of a certified private sommelier who will provide judicious advice on your most specific questions or on the best foods to pair with any wine in your online inventory.



MOVING TO A CONDO ?

YOU HAVE LESS SPACE... YOUR TASTES HAVE EVOLVED...

AND YOU WANT TO DISPOSE OF A FEW BOTTLES?

Alfred can help with moving your cellar, storing your bottles, transportation, inventory and sale of your products.



ACCUEIL

BOUTIQUE

FAQ



PRODUITS EN VEDETTE CETTE SEMAINE DE LA CAVE DE NOS MEMBRES



TOSCANE

Bolgheri Superiore Guado al Tasso
Marchesi Antinori 2004
\$104,00



VIN

Cabernet-Sauvignon Napa
Valley Joseph Phelps 2005
\$221,00



VIN

Pauillac 1er grand cru classé
Château Lafite Rothschild 2001
\$893,00



VIN

Condrieu Domaine
Louis Cheze 1999
\$59,00



TOSCANE

Chianti Classico Riserva Marchesi
Antinori 2008 - 3 L
Grand Format
\$234,00

LOOKING FOR A VERY RARE WINE?

OR VINTAGES FROM THE YEARS WHEN YOUR CHILDREN WERE BORN?

DO YOU NEED TO MAKE A BIT OF ROOM

FOR YOUR NEW TREASURES?

You can acquire or sell precious bottles through the resale market among members of the Alfred community. The Alfred environment is highly secure and meets the strictest standards of confidentiality, and it is the very first resale environment authorized by the Québec government monopoly.

Alfred looks after absolutely everything to do with transferring bottles among members.

Also, based on your use of the platform, Alfred analyzes the preferences of your palate and guides you toward the products most likely to please you in SAQ stores, based on its geolocation system.

PEACE OF MIND

Together, Alfred and The Wine Square are devoted to protecting your peace of mind.

1. The Wine Square offers the longest warranties for all its conservation technologies, and the Cube° provides uninterrupted operation for at least 20 years.

2. **THE CUBE° WILL SYSTEMATICALLY SEND ITS ALERTS TO ALFRED**

Stay up to date on any anomalies or complications involving your cellar, wherever you are around the world. This tool will allow you to act quickly if the problem is getting worse.



3. **ALFRED WARRANTY**



Alfred's ultimate innovation is to offer users a guarantee that covers certain defects in the wine, applicable to all bottles sold on its platform - notably a corked taste.

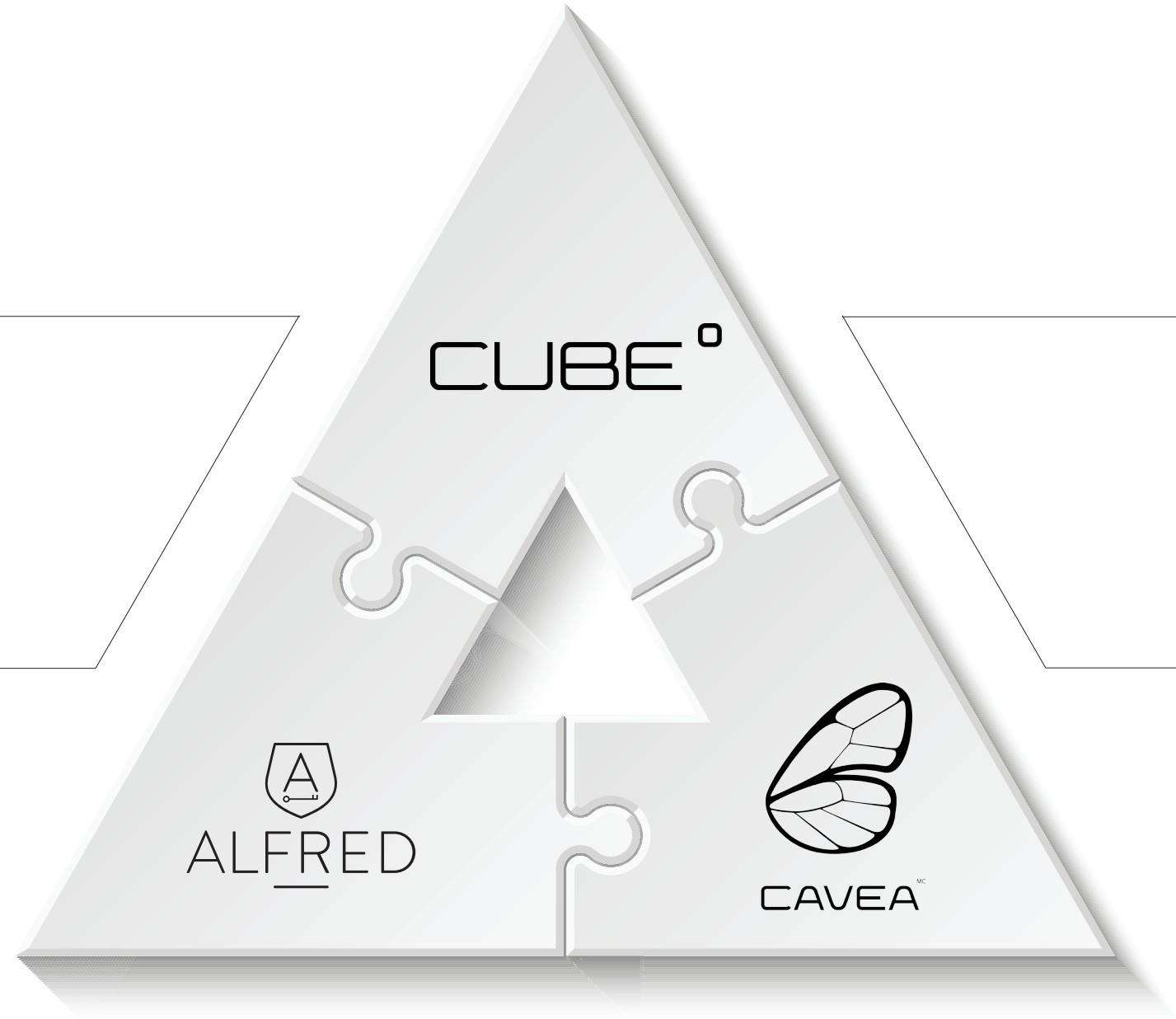
Offered with all purchases on the platform, the Alfred guarantee protects purchasers for a period of one year following purchase of the product. Users may, if they so wish, also renew the guarantee for the period leading up to the decline in the product.

This unique guarantee was developed in partnership with Industrielle Alliance, exclusively for the Alfred app. It covers the full market value of products purchased on the platform. After a defect is reported, the insurer swiftly issues a reimbursement in "Alfred Dollars" applicable to a future purchase.

COMBINE

SAVOIR-FAIRE,
TECHNOLOGIES
AND DATA.

FOR THE
ULTIMATE
WINE CELLAR



THE ULTIMATE WINE CELLAR

The knowledge of yesterday,
The technology of today,
Better drinking for tomorrow.

THE ULTIMATE WINE CELLAR
IS PROUDLY DESIGN AND PRODUCED
IN CANADA.



WWW.THEWINESQUARE.COM



WWW.ALFREDSOMMELIER.COM