



Holiday
Entertaining
&
Fashion

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WINE CELLARS ARE WELCOMING

If you enjoy welcoming guests with a glass of wine, then imagine the excitement of inviting them into your very own wine cellar. For Jay Rosen of Martinsville, a wine connoisseur and builder of custom wine cellars, entertaining always revolves around his wine cellar – or more precisely, his wine “loft.” Built off his family’s dining room, in space carved from the third story of his garage, the wine loft is often where the entertaining begins.

“My family and friends always want to see the wine collection, and I like to help them pick a bottle. It’s a wonderful way to entertain,” said Rosen, who in addition to building his own Tuscan-style wine loft, has designed and built more than 100 custom wine cellars for homeowners in New Jersey and the tri-state area as the owner of Martinsville-based Washington Valley Cellars.

According to Rosen, the demand for

‘Custom wine cellars make a dramatic design statement in any home.’

wine cellars has risen dramatically, due in part to the rise in wine consumption and the building and remodeling boom. “Custom wine cellars make a dramatic design statement in any home, but on the practical side, if you have a significant wine collection, it’s prudent to protect your investment,” he said.

Rosen’s loft is fully stocked with some 3,500 bottles of his favorite wines, Champagne, port and sauternes. It has mahogany racks, a slate table for resting wine glasses and making notes, a stucco ceiling and limestone floor. It is kept at a chilly 55° to 56°F – the optimum temperature for preserving fine wines.

Wine enthusiasts have several options

for storing their favorite vintages, according to Rosen. He advises those with small collections to purchase a stand-alone wine refrigeration unit that can be stored in a basement or other area of a home. He said many newer kitchens include convenient built-in wine coolers beneath cabinets and counter tops.

For serious collectors and those who have amassed more than 1,000 bottles, a wine cellar is a more practical solution.

At that point, Rosen advises, “People need to decide whether they want a cellar that is purely functional or whether aesthetics also are desirable.”

To preserve wines’ integrity, a wine cellar must have proper insulation, effective vapor barriers, and lighting and temperature control, Rosen said. After that, design elements like statement-making cellar doors, brick columns and decorative walls of stone can transform what is functional into a fabulous wine cellar.