

Quinta dos Vales opens its first residential wine resort in Algarve

LAGOA || The project is intended to attract a combination of holidaymakers, investors and, most importantly, wine-lovers.

Algarve-based winery Quinta dos Vales has introduced The Vines, a brand-new resort of holiday-homes located in the heart of the renowned wine estate. This month, the doors to the small resort open with just 16 stand-alone houses, each comprising of two independent villa suites.

The balance between interior and exterior areas is ideally suited to the concept of vacation homes, as holiday-makers in the Algarve tend to spend the majority of their time outside.

Each villa suite features one bedroom, a bathroom with walk-in shower, an open-plan kitchen and living room, as well as a private terrace, adjacent to a cosy private relaxation area. For the very first time, the estate offers private individuals the possibility to purchase property on its grounds.

Quinta dos Vales has established itself as one of the cultural reference points of the region. The estate is the leading winery in the Algarve which was originally founded with the dual focus of "wine and art". It has since extended its offering to also focus heavily on interactive wine experiences, with the epitome being their new project, The Winemaker Experience.

The Vines offers a turnkey buy-to-let solution, which allows the owners to reap the benefits of owning a holiday

home, – even including a four-year rental guarantee – but with the operational management delegated to the estate's team. But for it to really become a unique proposition, owners are given the option to combine a holiday-home with a small, privately-owned vineyard.

The Winemaker Experience is a unique project that sees wine-lovers become wine-makers, each with their own vineyard plot for a fraction of the investment normally needed to purchase a winery. Attracting clients all the way from the Swiss Alps to South Beach, Florida, the project, which can be managed remotely, allows wine-lovers to authentically be in control of their own production, without the stress and hassle of starting a commercial operation.

Usually, owning a small vineyard would be considered a luxury pastime, a dream for any wine-lover which they would be happy to simply realise without excessive costs. This one-of-a-kind project even offers the possibility of realising the dream of owning a wine production while still making a profit. Most people know the saying "you can't have your cake and eat it too", but, in this case, the winery created an opportunity where exactly this is possible.

By purchasing both a vineyard and a holiday-home,



wine-lovers can get the best of both worlds, as a luxury lifestyle investment is suddenly converted into a sensible return-generating asset-based investment, without fear of inflation and more profitable and more fun than any bank investment available these days.

The Winemaker Experience needed to fulfil three

criteria – it needed to be 100% authentic, care-free and affordable. Simple criteria but difficult to achieve as they contradict one another. In order not to be a marketing gig but fully authentic, each participant had to have as much decision-making power as a winery owner would have, but without the need

to invest years of work and millions into the project.

Volume was another crucial point of the project, as participants should not need to worry about having to sell their wine, just producing enough for self-consumption and the always-needed birthday or Christmas present for family and friends.

The final criteria set by the founders of the project was affordability, which has been achieved, as it is now possible to produce a wine with an upfront cost of only €30,000 to €60,000 for a vineyard parcel and running costs ranging from €8 to €11 per bottle.

The estate's winemaking team educates and guides participants through the production process, providing use of the winery equipment and specialised personnel who encourage each participant to make the important decisions themselves: which grape variety

to choose, when to harvest, whether to age the wine in oak or not, which type of barrel to use, the type of bottle, cork, and so forth.

Karl Heinz Stock, founder and owner of the wine estate, explains: "We were adamant that before going live with The Winemaker Experience, it had to be perfectly fine-tuned."

As soon as the marketing activities started, the client-reaction was immediate, the number of private wine-makers has almost doubled already. Investing in both the vineyard and the buy-to-let solution, clients have the opportunity to sit on their own terrace, overlooking their privately-owned vineyard and drinking their own wine which is more than paid-for from their rental returns.

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