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Wine Hub Opens Private Bonded Wine Stock to More Merchants

The partnership with The Wine Collector lets trade users view and buy verified collector-held wines through Wine Hub’s trading system.

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Wine Hub, the wine business software platform owned by Wine Owners, has entered a partnership with The Wine Collector, the management and trading exchange operated by Nickolls & Perks, in a move aimed at widening access to wines held by private collectors and stored in bond.

The agreement, announced Tuesday, allows businesses using Wine Hub to view and trade wines offered for sale through The Wine Collector. The companies said the arrangement is designed to extend customer reach on both sides by connecting merchants and other trade users with stock that has already been professionally stored in bonded warehouses managed by The Wine Collector team.

That matters because bonded stock can be verified more easily, inspected immediately and transferred quickly between bond accounts once a sale is completed. In practice, that can shorten settlement times and reduce friction in transactions involving fine wine, especially in the secondary market where speed, provenance and storage conditions often shape pricing and buyer confidence.

Nick Martin, chief executive of Wine Owners, said the partnership would help fine wine businesses engage with what he called an “ever-growing addressable market.” He said the added access could support liquidity and create growth opportunities at a difficult time for the market.

The Wine Collector is used by wine enthusiasts and private collectors to track collections and list wines for sale, including both duty-paid bottles and wines held in bond. Through the new link, Wine Hub users will be able to access mature and rare wines listed at prices visible within Wine Hub’s trading dashboard. The platform will show those offers alongside a user’s own stock positions, market pricing and potential margins, according to the companies.

Users will also be able to offer wines for sale through the system. Wine Hub said it is extending the rollout further with an e-commerce integration that will bring The Wine Collector’s sale offers into its broader digital sales tools. It also plans to let users post client consignment wines into The Wine Collector Exchange.

Will Gardener, managing director of Nickolls & Perks, said the new function offers a user experience similar to the Liv-ex integration already available through Wine Hub. He said that setup had led to increased activity since his company adopted the software. Gardener added that other Wine Hub members could benefit from greater transparency around private client offerings and from real-time stock control that may help them broaden portfolio offerings without the risk of double selling.

The partnership comes shortly after Wine Hub connected with LiveTrade, the fine wine trading platform powered by Bordeaux Index, which went live earlier this month. Taken together, the moves show how software providers, merchants and exchanges are building tighter digital links across the fine wine trade.

For the beverage sector, the development points to a broader shift in market infrastructure rather than just another commercial tie-up. If these systems work as intended, they could help speed inventory turnover, improve visibility of available stock and increase the flow of wine through bonded channels. That may be especially relevant for merchants dealing in scarce or high-value bottles, where access to verified stock and faster transfers can affect both working capital and sales opportunities.

The announcement also reflects a wider push toward connected business ecosystems in drinks commerce. Companies across wine have been looking for ways to combine logistics, pricing data, inventory management and trading functions in one workflow as demand remains uneven and margins stay under pressure. In that environment, partnerships that reduce manual handling and make secondary-market stock easier to reach may become more important for merchants trying to preserve flexibility.

By linking private collector inventory with trade-facing software used by wine businesses, Wine Hub and The Wine Collector are betting that easier access to bonded stock will attract more buyers and sellers into digital trading channels. For merchants, that could mean a broader pool of rare and mature wines without having to hold all of that inventory directly. For collectors, it offers another route into professional market networks that have traditionally been harder to access quickly.