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Luxury condo developers court millennials with wine perks

Builders in New York and Los Angeles are adding tastings, cellar services and private storage to lure affluent younger buyers.

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Luxury condominium developers in New York and Los Angeles are increasingly using wine programs to attract wealthy millennial buyers, a sign that the generation once blamed for disrupting consumer markets has become a major force in high-end real estate and wine buying.

At Park Elm Residences at Century Plaza in Los Angeles, part of the $2.5 billion Century Plaza development, the developer has partnered with Wally’s Wine & Spirits to offer residents help with curation, sourcing and collection building. The building includes integrated glass-front wine refrigeration in many homes and a temperature-controlled wine room with private lockers on the ground floor. Residents can also get access to private tastings, in-residence wine dinners and winery visits through Wally’s Private Clients Services, which are included for Park Elm residents at no extra charge for now.

The strategy reflects how developers are trying to appeal to buyers born between 1981 and 1996, many of whom are now at peak earning power. Jordana Yechiel, director of residential design for Reuben Brothers, said many luxury buyers are focusing more on quality, provenance and long-term value than on volume. She said that approach fits millennial buyers, who often see wine as both an experience and an investment.

In Manhattan, One Wall Street has teamed up with Printemps, the French retailer that operates five restaurant concepts inside its stores, to give residents dining access and sommelier support for wine collecting. The building offers units from loft-style studios to four-bedroom residences and penthouses, and many layouts include wine refrigerators. Residents can also add custom wine storage in their apartments. The partnership includes regular tastings and educational events, along with guidance from Charles Prusik, wine retail manager at Printemps Wine Shop.

Michael Lawrence, lifestyle manager at One Wall Street, said Prusik works closely with residents to build collections that feel personal and approachable. Some services may carry extra costs depending on how much customization is involved, but Lawrence said many tastings and events are part of the residential package.

Farther uptown, Sutton Tower on Manhattan’s east side waterfront is offering buyers of its 120 condominiums a consultation with a cellar management expert through a partnership with Uovo. Van Nguyen, a partner at JVP Development, said the guidance can cover cataloging, acquisition strategy and when to drink bottles at their best. The tower also includes wine refrigerators in homes and private wine storage for residents who want larger collections. One penthouse owner will have access to a temperature-controlled wine room designed for nearly 700 bottles.

The push comes as luxury developers look for ways to stand out in a crowded market by offering amenities tied to lifestyle rather than only square footage or finishes. Wine has become one of those tools because it combines social status, personal taste and long-term collecting. At Park Elm, Wally’s can source wines from Bordeaux first-growth estates such as Château Lafite Rothschild and Château Latour, Burgundy producers including Domaine de la Romanée-Conti and Coche-Dury, and Napa names like Screaming Eagle, Harlan Estate and Colgin.

Robert Vardanian, director of wine purchasing and sales at Wally’s, said millennials tend to value discovery more than prestige alone. He said they are also more attentive to farming practices and production scale than older buyers were. That shift is shaping how developers present wine-related amenities: less as trophy features and more as personalized services that fit daily life in the home.

For builders in Los Angeles and New York, the message is clear: if they want affluent younger buyers to commit to a condo purchase, they may need to offer not just a place to live but a place to store, study and share wine.