



MAGNUMMASTER

FOR FINE WINE COLLECTIONS ONLY

MAGNUMMASTER - "THINK BIG"

Pressrelease 16th May, 2025

..is a phrase often mentioned in the premium wine trade. Thinking big refers to the recent, sustained increase in the production and consumption of larger than traditional 750 ml standard bottles of wine; 3 litre Jeroboams, 18 litre Melchior - and even up to 30L Melchizedeks/Midas - are now widely available at the finest wine merchants, restaurants and can be found amongst this world's most exclusive wine collections.

(* list of most common bottle sizes on the bottom of this page)

Large bottles are receiving an increased popularity, not only as gifts, but also as an enjoyable addition to private events. Aside from their grand image, larger bottles are favoured by winemakers for creating superior products - this is because increased bottle volume reduces the air to liquid ratio, allowing the wine to mature more slowly. This aging process results in higher quality and more complex vintages. As large volume wine bottles have become more popular, more vintners are now offering a variety of bottle sizes for each vintage and even exclusively bottle some fine wines in these large bottles.

As wine aficionados know, there is one big issue with large bottles: decanting them is not for the faint hearted.

The desire to remove this barrier to enjoyment led Peter Sturm, an Austrian blacksmith and inventor, to utilise his knowledge of traditional/contemporary ironmongery for creating MagnumMaster. It has been developed over several years with continual input from experts and connoisseurs resulting in a flawless wine pouring system - the technically magnificent devices we know today - and establishing MagnumMaster as the clear number 1 in large format decanting.

The MagnumMaster is beautifully engineered to allow anybody to perfectly pour a glass of wine, without spilling a drop, using just the lightest touch of hand. After laying a bottle into the MagnumMaster's cradle, it is securely held in place by two fasteners. By turning the handle the mechanism slowly rises to pour the wine into a glass or decanter. The mechanism allows one to vary the flow of the wine by adjusting the speed and direction the handle is turned.

The MagnumMaster is built from powder coated steel and stainless steel parts and stands stable even when loaded with the largest bottles. By keeping the bottle in a mostly horizontal position, the MagnumMaster also gives the wine a large exposed surface area, improving aeration. The gentle and controlled motion also aids in the separation of the sediment - delivering its main objective as decanter.

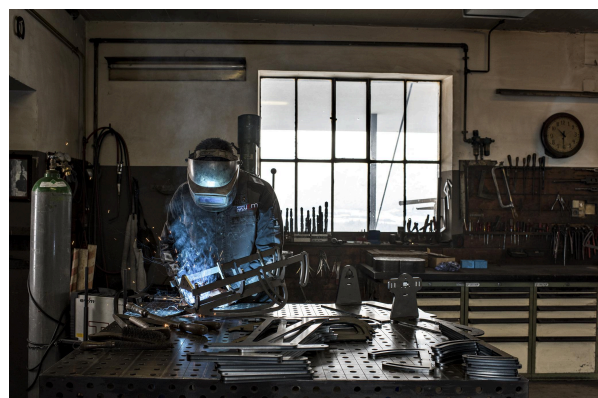
The MagnumMaster is available in three sizes: L, XL and XXL – catering bottle sizes from 0.75-6 liters (L), 3-18 liters (XL), 5-30 liters (XXL) - and is personally engraved according to customer wishes'. Additionally we offer customized powder coating colours (standard is anthracite), making each MagnumMaster truly unique.

Prices (ex works, net):

MagnumMaster "L" for bottles up to 6 liters: €2,580 / \$2,930

MagnumMaster "XL" for bottles from 3 liters to 18 liters: €3,300 / \$3,750

MagnumMaster "XXL" for bottles from 5 liters to 30 liters: €9,500 / \$10,800



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For more details please visit → www.magnummaster.at

*List of popular bottle sizes:

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|--------------------|-----------------------------|-------------------------|----------------------------|
| Magnum 1.5 liter | Methuselah/Imperial 6 liter | Nebuchadnezzar 15 liter | Sovereign 22.5 liter |
| Jeroboam 3 liter | Salmanazar 9 liter | Melchior 18 liter | Primat/Goliath 27 liter |
| Rehoboam 4.5 liter | Balthazar 12 liter | Solomon 20 liter | Melchizedek/Midas 30 liter |