



Cellar 495

New Zealand



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The place for great wine lovers.

Hawke's Bay is one of the premium wine-producing regions in New Zealand renowned for superb Red Blends, notable Syrah, and equally impressive Chardonnay.

Many locals and visitors are drawn to the region because of the climate, the beautiful landscapes, and for their love of wine.



FPG CASE STUDY

CELLAR 495

Michael Henley

Opened in September 2022 in Hastings, Cellar 495 was created by Michael Henley, seasoned traveller, story teller and more lately, Master of Wine.

Achieving his Master of Wine credentials is a big milestone in Michael's life and the name Cellar 495 reflects that Michael is the four hundred and ninety-fifth person to achieve this designation. He will be formally accepted into the international membership of the Institute of Masters of Wine later this year in London.



Michael's aspiration for Cellar 495 was to offer an experience where wine lovers could try something new. He has selected wines from around the world and offers these alongside locally acclaimed wines. A wine lover's journey may start with a wine tasting, a glass of wine or two, or a delectable bistro dining experience.

And for afters, The Shop – an online retail opportunity to purchase wine enjoyed at the Cellar or to try something new. For those who want to continue the journey with Michael, the 495 Wine Select Clubs deliver a selection of carefully curated wines every month to your door.

What better way is there to expand your wine experience than to trust Michael with his friendly manner and wine expertise!





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Bringing the plans to life.

Michael worked with an architect and interior designer to create the plans for Cellar 495. He brought in Paul Aston, FPG Sales Director, to help him bring the plans to life.

FPG's role was threefold:

- To take the designs and make material recommendations that would enable Michael to work within his budget
- To design, manufacture and install the wine wall and shelving to exhibit the beautiful array of wines sourced from around the world
- To design, manufacture and install the feature wine bar.





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*Customers feel it is cosmopolitan
- on a par with big city establishments.*

In making recommendations for materials and finishes, Paul consulted the FPG Design team of industrial and graphic designers. Together with Paul's experience and FPG manufacturing know-how, the unique combination of skills at FPG ensures recommendations are not only visually appealing, but also achievable.

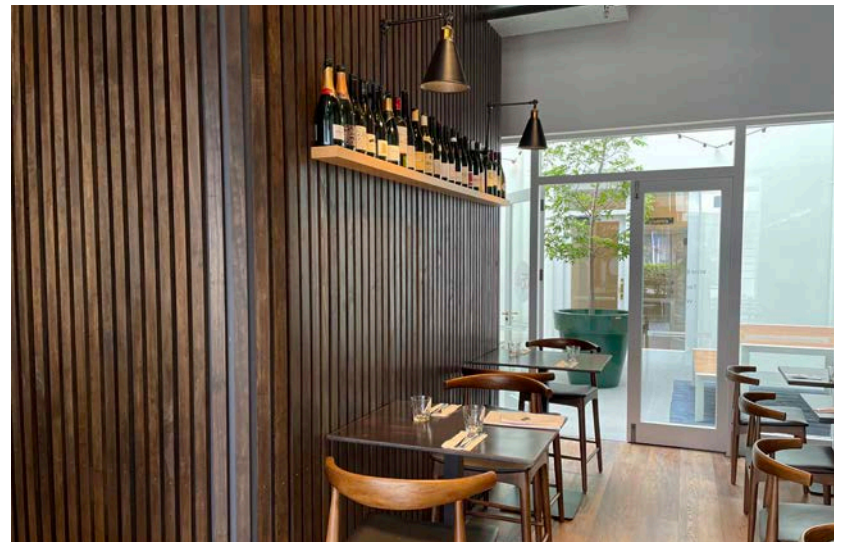
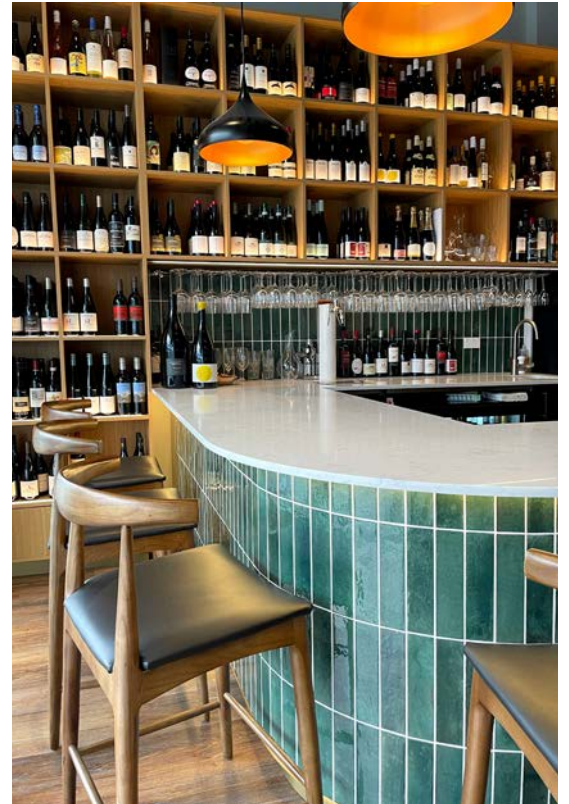
With the wine wall and shelving, FPG integrated LED lighting to create aura around the wines. The lighting is fabulous, drawing your eye to the wine. The wood materials generate warmth and status. Together with the lighting it's a beautiful effect.

For the feature wine bar, the use of glossy moss green tiles wrapped around it provide a deep, rich contrast to the wooden floor and furniture. It's stunning – you can't help but be drawn in.

The overall impact supports the positioning of Cellar 495: it is warm and inviting while supporting the depth of the international wine tasting and dining experience. Understated elegance.

What does Michael think?

He's very happy with it. Cellar 495 is sophisticated while exuding warmth.



ABOUT FPG



FPG are specialists and experienced in 'front of house' food service and food retail.

We make it very easy for our customers by providing a full-service offer. The project scope can be flexible, from *full turnkey* to *design and construct only*, we draw

on our inhouse competencies and specialist equipment to deliver beautiful results while eliminating stress.

You can trust us. We've been doing this for more than 30 years.

And what was it like working with Paul Aston and the FPG team?

*"Could not recommend Paul highly enough.
Mission accomplished."*

Michael Henley, Owner, Cellar 495
October 2022

PAUL ASTON
FPG SALES DIRECTOR





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HOSPITALITY



SPECIALITY
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