


LIV|EX

EMPOWERING FINE WINE BUSINESSES
THROUGH DATA AND TECHNOLOGY

Liv-ex for Fine Wine Journalists

 liv-ex.com



Working with Liv-ex



How to work with Liv-ex

Liv-ex is committed to supporting fine wine journalists. In line with our goal of making the fine wine industry more transparent, efficient and safe, we believe **access to accurate, reliable and unbiased data is essential** for publications as well.

We are happy to provide journalists with the data, insight and knowledge they need to write content centred on the fine wine industry.



How Liv-ex supports press

Liv-ex offers fine wine journalists access to **industry-standard data** drawn from the world's largest pool of secondary market data, including real-time pricing, bespoke datasets and expert analysis.

From **commentary on regional trends and pricing** to **exclusive insights** and widely referenced **indices** like the Fine Wine 100, our resources help journalists **produce informed, impactful coverage**.

Whether reporting on **broader market dynamics, vintage movements, or investment patterns**, Liv-ex provides the **clarity and credibility** needed to tell the story of the fine wine trade.

Positioning Liv-ex

How the press should refer to Liv-ex moving forwards:

Liv-ex is the exchange for fine wine, market data and insight.

Membership brings wine professionals independent market data and insights, plus the ability to price, buy, sell and fulfil transactions through one point of contact.



Liv-ex Boilerplate

Founded in 2000, Liv-ex is the global marketplace for the fine wine trade, providing market data and insight. Headquartered in the UK with operations in France and Belgium, Liv-ex connects more than 550 businesses across 42 countries through its trading platform.

The platform leverages over 25 years of transactional data and tracks more than 200,000 unique wines using LWINs (Liv-ex Wine Identification Numbers), the industry standard for identifying wines and vintages. Liv-ex also publishes 12 fine wine indices, widely used by the trade and media to benchmark market performance and track price movements across key regions and categories.

Membership provides access to independent market data and insights, alongside the ability to price, buy, sell and fulfil transactions through a single platform.

Legal Requirements when Referencing Liv-ex

We recently updated our legal [T&Cs](#) surrounding usage of our data, please review this in full on our website, but here is a high-level overview for journalists:

Acknowledging Liv-ex as Source

Where you use **Liv-ex** as a source of figures, facts, quotes, statements or any other element, you must provide **clear attribution** to **Liv-ex Ltd** as the source.

The location of the attribution should be:

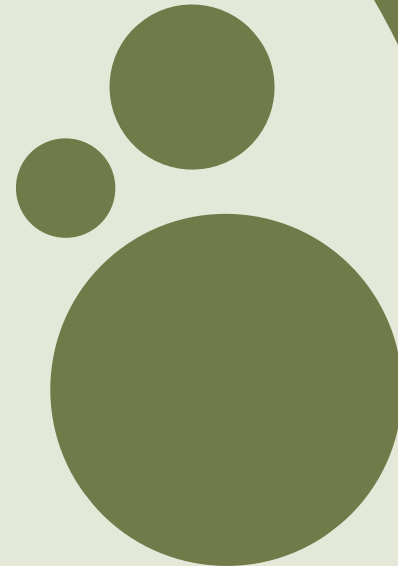
- **Written content:** as close to the Liv-ex property as possible
- **Visual content:** in the corner of the content
- **Video or audio content:** in the end credits or description box
- When referencing a Liv-ex report, please include the **author** and the **title of the report**

Please link back to the Liv-ex website where possible; back links are a great source of referral traffic for our website, and helps to generate interest for Liv-ex, in exchange for free use of our data.

Introducing Liv-ex Thought Leaders

Liv-ex empowers fine wine businesses through data and technology, and we have a wealth of expert voices that you can call on to support your content and publications.

They're happy to answer specific questions, or can provide expert opinions and viewpoints that you can quote in your articles.



Meet our Liv-ex Thought Leaders



Anthony Maxwell
*Chief Commercial
Officer*



James Miles
Founder & CEO



Justin Gibbs
*Founder & Exchange
Director*



Tom Burchfield
*Head of Market
Intelligence*



Romain Grudzinski
*Head of European
Markets*



Robbie Stevens
Head of Broking



Jess Dunn
*Authentication
Manager*



Sophia Gilmour
Market Analyst



James Miles

Chairman and Chief Executive Officer

James co-founded Liv-ex with Justin and has led the business as CEO for 25 years, transforming it into the global exchange for fine wine.

James' areas of expertise include shaping business strategy and growth, leveraging data and technology to bring greater transparency and efficiency to the wine trade, and providing authoritative insight into the global fine wine market over the past quarter-century.



Justin Gibbs

Deputy Chairman and Exchange Director

Justin co-founded Liv-ex alongside James and has led the exchange for 25 years.

Justin's areas of expertise include navigating shifting fine wine market dynamics and emerging global trends. With 25 years of industry experience, he champions long-term development of the industry and advocates for creating a transparent, data-led global exchange.



Anthony Maxwell

Chief Commercial Officer

Anthony has 30 years of experience in the wine trade, including 20 years at Liv-ex. He began his career in Paris at the International Federation of Wine & Spirits, followed by eight years at John Armit Wines.

Anthony's areas of expertise span data, tech, automation and producers. In his role at Liv-ex, he focuses on innovation in the fine wine industry helping businesses leverage data, technology, and automation to drive business success. Fluent in French, he has attended En Primeur for the past 25 years and has a deep understanding of international markets, particularly in France and the US.



Tom Burchfield

Head of Market Intelligence

Tom heads up the Market Intelligence team at Liv-ex. His team delivers analysis of market dynamics to help members formulate their strategies.

Tom's areas of expertise include turning complex market data into clear, actionable strategy. He brings a deep understanding of fine wine market dynamics, coupled with the ability to simplify insights for diverse audiences. His track record includes developing trusted B2B and B2C intelligence products that help businesses navigate the market with confidence.



Sophia Gilmour

Market Analyst

Sophia is the engine that drives the Market Intelligence team.

Sophia's areas of expertise include release pricing analysis, market dynamics and emerging trends, technical analysis of Liv-ex indices and individual wines, pricing for Bordeaux and other regions, and both short- and long-term trade patterns.



Jess Dunn

Authentication Manager

Jess is part of the Liv-ex operations team, they ensure wine sold on the exchange makes its way to sellers safely and efficiently.

Jess's areas of expertise include wine verification and authentication, and she works closely with independent authentication experts to uphold the highest standards. She is also currently pursuing her DipWSET (Diploma from the Wine & Spirit Education Trust).



Romain Grudzinski

Head of European Markets

Romain heads up the Liv-ex team in France, overseeing Business Development, Account Management, and Broking across the region.

Romain's areas of expertise lie in the European and Asian fine wine markets. He provides market insights and guidance to help members navigate trading in France, Italy, Northern Europe, and key Asian markets including Hong Kong, China, and Taiwan. With over 15 years at Liv-ex, Romain works closely with both merchants and technology companies.



Robbie Stevens

Head of Broking

Robbie leads the Broking team at Liv-ex, which sits at the centre of the fine wine market. His team offers members unique insights and helps them close deals by matching their specific interests with the latest opportunities.

Robbie's expertise spans the global fine wine market, with particular strength in the US market, where he offers data-driven insights and trading strategies that enable members to trade with confidence. With over a decade at Liv-ex, a WSET Diploma, and speaking engagements at global conferences and events such as Vinexpo, he brings both deep expertise and industry perspective.

Why is Liv-ex data the industry standard?

1. Total independence

- Liv-ex doesn't hold stock therefore we do not compete with our members. We do not allow members to advertise, and we do not give preferential treatment. We are totally independent and neutral within the market, giving buyers and sellers confidence that pricing and matching data are valid and uninfluenced.

2. Transparent data

- Real-time bids & offers, verified historical pricing, robust market benchmarks, Liv-ex makes information visible. Transparency means better decisions, fairer pricing, and more trust in every deal.

3. Universal standards

- The fine wine market lacked a common language. Liv-ex changed that with tools like LWIN– A unique ID for every wine and vintage and SIB Contracts – Standardised terms of trade for condition and provenance

Liv-ex Collateral

A selection of high-quality assets are available, including headshots, brand logos, and wine imagery (featuring bottles and storage).

All assets are stored in an accessible shared folder and are cleared for editorial use. If you require anything additional or more bespoke, please don't hesitate to get in touch.

Click [here](#).

Contacting Liv-ex

Please work through the Marketing team so that we can direct your requests & best support you.

Contact: Grace Geldard, Marketing Executive

Email: marketing@liv-ex.com

Please share any published articles with us, so that we can share on our social media, helping both sides to gain additional exposure.

Social Handles:



[LinkedIn](#)



[Instagram](#)



[Website](#)

Press Coverage

Financial Times - "[Fine wine prices have fallen sharply: here's what collectors are buying now](#)"

- Market insights from Justin and James, with supporting Liv-ex Indices data.

Vino Joy News- "[Bourgogne Gains Ground In China](#)"

- Insights on Asian trading, regional dynamics, and consumer wine trends, based on our proprietary data.

Wine News - "[Investimenti in fine wine, crisi senza fine? L'analisi by Sophia Gilmour, analista Liv-Ex](#)"

- Interview with our market analyst, Sophia Gilmour, on the fine wine investment landscape.

Wein.Plus - "[25 Years Of Fine Wine Trading Platform Liv-ex](#)"

- Interview with our CEO, Justin Gibbs, on Liv-ex's history, trading data, and price performance over 25 years.

International Wine Challenge- "[Weather The Storm](#)"

- Expert commentary from our Head of Logistics, Dane Sutherland, on wine logistics past and future.

Vinetur- "[Fine wine market struggles as global demand weakens and prices fall despite gains in Asia](#)"

- Market analysis of regional dynamics with Liv-ex market report data & commentary from Robbie Stevens, Head of Broking.

TheDrinksBusiness - "[Liv-ex: 'encouraging moves' hint at fine wine market resilience](#)"

- In-depth outlook on the fine wine market, informed by exclusive insights and data from the Liv-ex Market Intel webinar.

TheDrinksBusiness – [25 Years of Liv-ex with founders, James Miles and Justin Gibbs](#)

- Podcast discussion with James Miles and Justin Gibbs, reflecting on 25 years of fine wine trading, market evolution, and the role of data in shaping today's global wine market