



Staff photo by WALT MANCINI

BRETT BARNARD, left, and his father, Stephen, own a facility, named **STORBOX**, that is well insulated and can serve as a cool storage place for wine collections in the San Gabriel Valley.

Bottom line: Storage needed for wine

Pasadena company hopes to capitalize on untapped market

By **Dave Melendi**
STAFF WRITER

PASADENA — Hoping to capitalize on a virtually untapped market in the San Gabriel Valley, a new self-storage facility on Foothill Boulevard in Pasadena has set aside 10,000 square feet for wine storage.

"We felt that there was a real need," said Brett D. Barnard, co-managing partner of **STORBOX** Self Storage & Wine Grotto.

Several wine stores offer a few hundred feet of storage space in the Pasadena area, but most of the room is full, Barnard said.

"There is definitely a need in the San Gabriel Valley for a bigger facility," said Bill Druery, owner of Mission Wines in South Pasadena, which has about 1,000 square feet of wine storage space. "We have had to turn some people away because we are full.

"The bottom line is we have a lot of customers that collect wines and a well-designed, 10,000-square-foot facility would be perfect for servicing some of these customers."

The above-ground Wine Grotto, which is protected by six inches of block wall and seven inches of rigid insulation, is kept at 55 degrees Fahrenheit and 70 percent humidity — ideal conditions for wine storage.

Less humid conditions would cause

AT A GLANCE

STORBOX

2233 E. Foothill Blvd.
Pasadena
(626) 793-9888

■ **WEB SITE:** www.storboxstorage.com

■ **FOUNDED:** August 2001

■ **COMPANY STRUCTURE:** Limited Liability Co. (LLC)

■ **PRODUCTS:** Sells self-storage, wine storage, and shipping and packing supplies

■ **EMPLOYEES:** 5

■ **PROJECTED FISCAL REVENUE:** \$2.3 million (gross by 2005)

■ **STRATEGY:** To provide a higher level of customer service to meet all self-storage needs at a competitive price

Wines stored in the facility would remain OK in the event of a rolling blackout, although the Barnard, who co-manages the business with his father and partner, Stephen, is considering getting a backup generator.

"Given the insulation and the size, the temperature would not change noticeably within a day," Brett Barnard said. "If you had a rolling blackout and you don't open your freezer, you don't have a problem."

If the wine storage facility were filled, Barnard said engineers told him it would take days for the temperature

size from those that can hold a dozen cases of wine (\$115.20 a year) to walk-in units that can hold up to 440 cases (\$3,168 a year).

The Barnards are looking to jumpstart the business by offering several deals; including a "pay two months and get the third free" for walk-in locker customers.

STORBOX also offers free use of a move-in truck and boxes. In addition to wine storage, the 150,000-square-foot site equipped with state-of-the-art security systems offers air conditioned and non-air conditioned storage and outside storage.

The facility was an old printing plant, a "very second rate industrial building" according to Stephen Barnard, that was not being leased, when the Barnards sought a permit from the city to open the business.

The city was against the plan at first, but changed its mind when several neighbors testified in favor of **STORBOX** at a hearing, according to the Barnards.

Some landscaping, a new fence that blocks the view of the outside storage containers and the relative light traffic the site adds to the area sold the site to area residents.

"They put up the fence and plants," said Pat Karr, whose lived near the site since 1963. "I think it should be very pretty. I'm very happy with it."

Dave Melendi can be reached at (626)

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The above-ground Wine Grotto, which is protected by six inches of block wall and seven inches of rigid insulation, is kept at 55 degrees Fahrenheit and 70 percent humidity — ideal conditions for wine storage.

Less humid conditions would cause the corks to dry out and the wine to go bad. More humidity would lead to mildew.

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If the wine storage facility were filled, Barnard said engineers told him it would take days for the temperature to change one degree.

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size from those that can hold a dozen cases of wine (\$115.20 a year) to walk-in units that can hold up to 440 cases (\$3,168 a year).

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Dave Melendi can be reached at (626) 962-8811, Ext. 2801, or by e-mail at david.melendi@sgvn.com.