

# Mini-Storage MESSENGER

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## A CHANGING INDUSTRY

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### Pasadena Company Taps Into Wine Storage Market

With the increase in wine sales in the United States over the past decade, avid wine collectors are now turning to specialized self-storage facilities in their quest for ample space and proper storage conditions for their wines.

Father and son team, Brett and Stephen Barnard, are tapping into the specialized wine storage market by offering their customers a place in which to tuck away their precious commodity. The owners of STORBOX Self

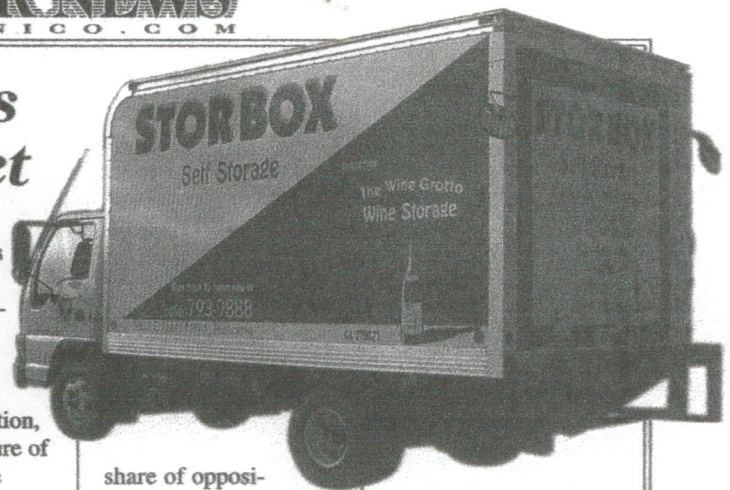
Storage & Wine Grotto in Pasadena, Calif., have dedicated 10,000 square feet of the 150,000-square-foot facility to wine storage.

"We converted a single story industrial building into a two-story self-storage facility, added an elevator and utilized 10,000 square feet of space for the wine storage," explains Brett Barnard.

Even with the threat of rolling blackouts that have plagued the Golden State in recent months, the above-ground wine grotto,

which is kept at a constant 55 degrees (Fahrenheit) and 70 percent humidity, is a safe haven for wine collections. Taking into account the insulation, size and temperature of STORBOX's wine facility, it would take days for the temperature to change a single degree, in the event of a power loss.

Although an obvious need for cool storage for wine collections exists in the upscale Pasadena area, the facility did garner its



share of opposition when the Barnards sought a permit to open their business. Initially, the city was against the plan but had a change of heart when neighborhood supporters testified in favor of the business at a public hearing.

Besides self-storage

and wine storage, STORBOX, which is located at 2233 E. Foothill Blvd., offers its customers the convenience of shipping and packing supplies, the availability of a move-in truck, sophisticated security systems and other amenities. ■