



## CRU MARKETS TRADING LIQUIDITY HITS ALL TIME HIGH

Cru World Wine has announced the injection of almost **US\$ 12 million** in new liquidity into its **Cru Markets** secondary trading platform.

Cru Markets was already the world's most liquid platform for fine wine and spirits trading (by number of tradeable products and total value of bids and offers). But this new injection of liquidity further distances it from competitors.

Cru Markets now boasts over **6,200** two-way fine wine & spirits markets. Buy side liquidity (total value of all bids) has now jumped to **US\$ 14.5 million**. And there are over **US\$ 31.3 million** of offers available. In total, the platform has **21,500 products** with a live bid or offer, far exceeding any competing platform.

Cru Markets is currently available (with prices in local currency) in the United Kingdom, Singapore, Hong Kong, United States, Europe and the United Arab Emirates.

The physical inventory backing the exchange is held in Cru's professional storage facilities in **Bordeaux, the United Kingdom, Singapore, Hong Kong, Scotland** (Whisky) and **California**. The Cru platform now has over US\$ 120 million of assets held in custody.

The Cru Markets platform facilitates peer-to-peer trading, but Cru's own human market makers also commit the firm's own capital to ensure the smooth functioning of the marketplace.

Cru World Wine co-founder and CEO **Jeremy Howard** said:

*"Fine wine & spirits has been held back for too long by insufficient trading liquidity. It simply costs too much, and takes too much time, to get in and out of positions. We have worked obsessively over the past 8 years to build a system to address this, and Cru Markets is now finally providing the liquidity and tighter trading spreads that the market needs to realize its potential."*

### NOTES FOR EDITORS:

*What is 'Cru Markets'?*

Cru Markets is a secondary market trading exchange, part of the Cru World Wine fine wine & spirits platform. Cru Markets is free for Cru's clients and allows participants to buy, sell, bid or offer direct from digital (desktop and mobile) screens. The platform URL is: <https://markets.cruworldwine.com/>

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