



CRU LAUNCHES SUSTAINABLE FINE WINE INVESTMENT PORTFOLIO

Cru World Wine has launched the world's first sustainable fine wine recommended portfolio.

The move comes as high net worth individuals increasingly demand sustainable fine wine investment opportunities.

The **Cru Sustainable Fine Wine Portfolio** comprises 20 different fine wines from 10 producers, all of whom have the highest sustainability credentials. The wines also have, in the view of Cru's analysts, excellent potential to increase in value over the medium to long-term.

All of the wines in the portfolio have been awarded a '**Green Emblem**' by Robert Parker's Wine Advocate. This designation goes beyond simple organic or biodynamic production and is awarded only to producers who pursue "sustainability in every sense of this term, including community efforts toward long-term environmental health, biodiversity and/or efforts toward improving the larger social issue impacts of wine production."

The wines in the portfolio are very highly scored by leading critics and have long drinking lives (and hence appreciation potential) ahead of them.

Wines included in the portfolio come from some of the highest profile names from all over the world, including **Château Cheval Blanc** and **Château Pontet-Canet** from Bordeaux, **Domaine Leroy** from Burgundy, Champagne producer **Louis Roederer** and New World producers like **Henschke**, **Cullen**, **Sadie Family** and **Ridge**. Multiple different price points are represented.

Cru co-founder and CEO Jeremy Howard commented on the new initiative:

"I am thrilled to be unveiling this Sustainable Portfolio today. Fine wine already has an excellent profile in terms of sustainability, but with this portfolio we are able to highlight a number of producers who have gone above and beyond in terms of sustainability. And there is no question that long-term collectors are increasingly focusing their attention on producers who take their sustainability responsibilities seriously".

The full Cru Sustainable Recommended Portfolio is shown below:

Cru World Wine - Sustainable Fine Wine Recommended Portfolio							
Wine	Vintage	Pack Size	Region	WA Score	Drink to	Price	Sustainability
Cheval Blanc 2019	2019	(6x75cl)	Bordeaux	100	2055	USD 4,010	RP Green Emblem
Cheval Blanc 2016	2016	(6x75cl)	Bordeaux	100	2070	USD 4,405	RP Green Emblem
Cheval Blanc 2015	2015	(6x75cl)	Bordeaux	100	2067	USD 4,865	RP Green Emblem
E. Pira e Figli Chiara Boschis Barolo Cannubi 2018	2018	(6x75cl)	Italy (Barolo)	97	2050	USD 475	RP Green Emblem
Descendientes de José Palacios La Faraona 2021	2021	(6x75cl)	Spain (Bierzo)	(98-100)	2035	USD 6,600	RP Green Emblem
Descendientes de José Palacios La Faraona 2018	2018	(3x75cl)	Spain (Bierzo)	100	2035	USD 2,375	RP Green Emblem
Descendientes de José Palacios Moncerbal 2021	2021	(3x75cl)	Spain (Bierzo)	(97-99)	2035	USD 275	RP Green Emblem
Domaine Leroy Romanée-Saint-Vivant Grand Cru 2015	2015	(6x75cl)	Burgundy	100	2065	USD 13,000	RP Green Emblem
Henschke Hill of Grace 2016	2016	(3x75cl)	Australia (South)	98	2045	USD 1,845	RP Green Emblem
Henschke Hill of Grace 2015	2015	(6x75cl)	Australia (South)	98+	2045	USD 1,935	RP Green Emblem
Louis Roederer Cristal 2014	2014	(6x75cl)	Champagne	96	2050	USD 1,590	RP Green Emblem
Louis Roederer Cristal 2013	2013	(6x75cl)	Champagne	98	2060	USD 1,690	RP Green Emblem
Louis Roederer Cristal 2008	2008	(6x75cl)	Champagne	98	2050	USD 2,015	RP Green Emblem
Pontet Canet 2016	2016	(6x75cl)	Bordeaux (Left Bank)	98+	2060	USD 770	RP Green Emblem
Pontet Canet 2010	2010	(6x75cl)	Bordeaux (Left Bank)	100	2070	USD 1,160	RP Green Emblem
Pontet Canet 2009	2009	(6x75cl)	Bordeaux (Left Bank)	100	2065	USD 1,230	RP Green Emblem
Ridge Monte Bello 2017	2017	(6x75cl)	California	98	2040	USD 1,350	RP Green Emblem
Ridge Monte Bello 2013	2013	(6x75cl)	California	100	2070	USD 2,200	RP Green Emblem
Sadie Family Columella 2020	2020	(6x75cl)	South Africa (Swartland)	98	2043	USD 795	RP Green Emblem
Spottswoode Cabernet Sauvignon 2020	2020	(6x75cl)	California	(98-100)	2045	USD 950	RP Green Emblem



NOTE FOR EDITORS

Many fine wine producers now produce sustainably, intervening minimally in the vineyard, eschewing the use of chemicals and allowing fermentation to occur through natural yeasts only. In addition, more and more producers are moving wholly to organic and / or biodynamic production.

For its part, Cru now strongly encourages its clients to leave their wines as close as possible to the place of production for as long as possible before consumption. This initiative has seen very rapid growth in cases held in Cru's Bordeaux storage facility.

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