



CRU LAUNCHES NEW AIR FREIGHT SERVICE IN SINGAPORE AND HONG KONG

In response to client demand for quicker delivery times, Cru World Wine has rolled out two new **air freight** options for its clients in Singapore and Hong Kong. Clients in these two markets are now able to select air freight as a delivery option for all purchases of wines/spirits which are landed in Cru's European warehouses (in the United Kingdom and France).

The addition of the new routes means that Cru's clients in Asia are now able to receive doorstep delivery of their wines and spirits in days rather than weeks. Air transfer occurs under temperature-controlled conditions.

The option to select air freight will, from today, appear at both the checkout and in clients' portfolio management sections. Clients will be able to designate the new rapid delivery options without needing to contact Cru. The new service will supplement Cru's existing global logistics services, which already allow for seamless movement of inventory between Cru warehouses in France, United Kingdom, USA, Singapore and Hong Kong).

Cru's Chief Operating Officer **Edouard Dautreix** said:

"We are building a global platform to enable collectors of the world's best wines and spirits to do everything they need. Sometimes a client in Asia needs a case of wine immediately, and if that case is laying in the UK or France then it is our job to get it to them as fast as possible, without doing anything to compromise its provenance or condition. Our new air freight routes, executed by specialist handlers, allow for just that, and I am confident that this new service will prove extremely popular with our clients."

NOTE FOR EDITORS

Cru World Wine is an international platform offering a full service of market access, secondary trading and portfolio management in fine wine & spirits to high net worth private individuals all around the world.

The company was founded in 2013 by former investment banker Jeremy Howard and veteran wine entrepreneur Simon Farr.

Cru employs around 30 people around the world, with its main centres in London, Singapore, Bordeaux, Hong Kong and Dubai.

See more company details at: <https://uk.cruworldwine.com/about>

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