



## **MAJOR UPGRADE TO CRU'S UNITED KINGDOM STORAGE**

Cru World Wine has announced a major upgrade to its United Kingdom private client storage facility.

From 1<sup>st</sup> October 2022, Cru will operate out of London City Bond's new converted underground storage facility at Drakelow in the heart of the UK's Worcestershire countryside.

The new facility will take over from LCB Tilbury as Cru's main UK operating hub, and will offer Cru's clients a number of benefits:

- Perfect underground storage conditions, minimizing climatic variation.
- Extra security, as the site is former nuclear bunker.
- Highly trained staff with over 10 years of fine wine experience.
- A big reduction in electricity use - over 90,000kWh per year saved, representing 21 tons of CO<sub>2</sub> per year.
- A storage charge reduction on over 90% of Cru's 52,000 private client wine cases. The average client will save 16% a year.

The new facility at Drakelow is the latest in Cru's global storage network - which now encompasses two locations in the UK, plus warehouses Bordeaux, San Francisco, Singapore, and Hong Kong (with Dubai joining in Q4 2022).

Cru's Chief Operating Officer Edouard Dautreix explained that the new facility would support a major new push to increase the company's private client storage volumes:

*"In a very short period we have expanded to over US\$110 million in global private client reserves. We had outgrown our previous home at LCB Tilbury, and this new state of the art facility gives us significant headroom to grow our reserves. It is pleasing to be able to do this whilst reducing the charge to clients and dramatically shrinking our carbon footprint".*

-ENDS-

23<sup>rd</sup> August 2022

For further information contact: [press@cruworldwine.com](mailto:press@cruworldwine.com)

### **NOTES FOR EDITORS:**

Cru World Wine is a leading international fine wine trader. Founded in 2013, we have built a market leading fine wine trading and account management platform. Cru is focused on providing the best possible digital interaction with fine wine through its App and Desktop tools. Cru has built a physical network of fine wine storage locations in London, Hong Kong, Bordeaux and Singapore. Cru was voted Online Retailer of the Year in both 2017 and 2018 by Drinks Business Asia magazine. Cru employs 25 people around the world.