



– PRESS RELEASE –

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## CRUZ ENRICHES ITS RANGE WITH THE LAUNCH OF “FINEST”

*Finest is a fine and subtle Ruby Reserve*



CRUZ is pleased to introduce a new reference, CRUZ FINEST RUBY RESERVE, a red and intense Port wine with a beautiful dark ruby colour, produced from the best varieties of hand-picked red grapes from the Douro Valley. This RUBY RESERVE will complement the existing large range of CRUZ exceptional Ports.

CRUZ FINEST RUBY RESERVE is a full-bodied wine, revealing intense and ripe notes of red and dark fruits such as cherries, raspberries, blackcurrant and black plums. It has subtle aromas of fresh mint. Soft and velvet, it has a fresh, long and balanced finish.

The fruity flavour of CRUZ FINEST RUBY RESERVE is best appreciated at a temperature close to 14°C. It can be served as an appetizer, over a meal with a pepper steak, cheeses or chocolate desserts.

It has to be stored in a cool, dark place and must be consumed within the next few weeks after opening.

19%vol. – Available in 75cl – to be launched in CRUZ key countries in 1<sup>st</sup> semester 2019

### ABOUT PORTO CRUZ

PORTO CRUZ is an iconic brand proud of its origins and expertise. Combining tradition and innovation, the brand shares its vision of Port by promoting a unique and creative experience of tasting. With 8 million litres sold in more than 50 countries, PORTO CRUZ is the n°1 Port brand worldwide. (Source: *The IWSR 2018*)

### ABOUT GRAN CRUZ

It was in Vila Nova de Gaia on the banks of the Douro River that GRAN CRUZ House was established, taking over from Assumpção E Fos, founded in 1887. GRAN CRUZ belongs to the French group La Martiniquaise, leading spirits group in France featuring in the world's Top 10. (Source: *Impact September 2018*)

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To discover more about CRUZ, please visit <http://www.porto-cruz.com> and <http://www.myportocruz.com>

Group LA MARTINIQUAISE, [www.la-martiniquaise.com](http://www.la-martiniquaise.com)

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*Please enjoy CRUZ responsibly*