

PORTO CRUZ

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STRONG DEVELOPMENT OF THE PORTO CRUZ PREMIUM RANGE



GRAN CRUZ, the n°1 port brand worldwide with 8 million litres sold in the more than 50 countries, has new ambitions for its premium range.

As part of its development in Portugal and in duty free shops and its vocation to strengthen its expertise, the brand has invested in the premium category with new packaging. More impactful and educative and still combining tradition and innovation, the new bottles reflect the character and elegance of the GRAN CRUZ premium Port category which has an exceptional range of Vintages, bottle-matured LBVs and Colheitas. This new offer is also the opportunity to expand the range with new references.

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 Top 10. (Source: Impact 2017)

Contact:

GRAN CRUZ, Rua José Mariani, 390, 4400-195 Vila Nova de Gaia, Portugal

ESPAÇO PORTO CRUZ, Largo Miguel Bombarda, 23, 4400-222 Vila Nova de Gaia, Portugal

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

Group LA MARTINIQUAISE, www.la-martiniquaise.com

Constance DESCAMPS – Email: constance.descamps@la-martiniquaise.fr

Please drink CRUZ responsibly.