



PRESS RELEASE:

3rd November 2021

STATEMENT FROM CRU WORLD WINE:

PASSING OF BEN COLLINS

It is with great sadness that we announce of the passing of **Ben Collins** on 2nd November 2021.

Along with current Cru chairman Simon Farr and his brother Chris Collins, Ben co-founded Bibendum Wine Ltd in 1982 and worked continuously for nearly four decades as a trusted advisor (and personal friend) to countless fine wine lovers all over the world.

Ben led the private client team at Bibendum up to its acquisition by Cru World Wine in 2013, and after this ran his own private client team within Cru - where he continued to be an influential and trusted advisor. Ben's astute palate and eye for a bargain is responsible for a large quantity of the private reserves now held in warehouses in the UK!

In addition to his work with private clients, Ben was a tireless ambassador – first for Bibendum, and then for Cru. Many of the excellent allocations that Cru enjoys today are the result of Ben's unfailing ability to build trust and relationships with Europe's foremost producers. He will be missed as much in the grand châteaux of Bordeaux and cellar doors of Burgundy as by his colleagues and clients at home.

Ben's success in wine - as in life - was driven by his immense personal charm, his good humour, his unfailing courtesy, dedication to serving clients and to his encyclopedic knowledge of fine wine. So many people had their love for our product kindled, and then nurtured, by Ben's infectious passion and knowledge - always delivered in his own unique and personal style.

Ben was one of those all-too-rare people in life: a truly 'good' man, in every respect. Everyone at Cru feels both honoured and privileged to have known him, and we are devastated that he will no longer be part of our 'family'.

Ben's career in fine wine has had few equals in terms of both longevity and achievement, and he will be hugely missed by his many friends in the wine world.

-ENDS-

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For further information contact: press@cruworldwine.com.



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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.
