

NEWS

FOR IMMEDIATE RELEASE

Media Contact: Jennifer Passaretti
Marino
212-402-3492 / jpassaretti@marinopr.com

Claudia Jordan, Just Right for Just Peachy

Biagio Cru Wines partners with former Bravo's Housewives of Atlanta star to bring sparkling wine to more consumers nationwide

New Hyde Park, NY, July 10, 2017 – Biagio Cru Wines & Spirits today unveiled a new partnership with actress, model, reality TV star and radio personality, Claudia Jordan, to market Just Peachy Sparkling Wine across the nation.

Through the launch of this partnership, Biagio Cru will implement a new campaign that will feature Claudia Jordan as the face of the refreshing sparkling wine and include a number of promotional events across the country.

“Just Peachy is a fruity, refreshing beverage that captures some of the fastest growing categories in the industry; peach infused products as well as sparkling wines. As we expand its profile nationwide, it was very important for us to partner with someone who truly embodied the brand's lively, bubbly character,” said Darren Restivo, a principal of Biagio Cru Wines & Spirits. “Claudia Jordan is a natural fit, and we are thrilled to work together on the launch of an exciting campaign that will bring this delicious bubbly wine to more consumers in all fifty states.”

Produced in Salon de Provence, France, Just Peachy boasts a bright, effervescence that glistens delicately in every glass. The natural peach flavor infused into each bottle creates an aroma of mature peach fruit on the nose, and subtle elegance onto the palate.

“I will always have love in my heart for Atlanta and with the launch of *Just Peachy*, I found a way to always have a little peach in my life too,” said Claudia Jordan. “While I may not be living in Atlanta right now, *Just Peachy* is my way of showing my love to a great city that truly embraced me. I am thrilled to have this opportunity to partner with Biagio Cru Wines & Spirits and to continue to grow the *Just Peachy* brand.”

Most recently, Claudia Jordan starred on Bravo's reality hit, *The Real Housewives of Atlanta*. She is a co-host on nationally syndicated radio show, *The Ricky Smiley Morning Show*, and is a frequent contributor on HLN's *Dr. Drew on Call*. Claudia was a Barker's Beauty on CBS's game show, *The Price is Right*, and was also part of NBC's *Deal or No Deal* for three years. With a passion for business, she was selected to compete on season two of Donald Trump's *The Celebrity Apprentice*. Following, she served as host of the *2009 Miss Universe Pageant*. Claudia is also a former co-host on Jamie Foxx's radio show *The Foxxhole* on SiriusXM, and former host of her own SiriusXM radio show, *The Claudia Jordan Show* on the Foxxhole Comedy Network.

For updates on Just Peachy Sparkling Wine, please visit www.biagiocru.com.

For media or partnership inquiries with Claudia Jordan and Biagio Cru Wines & Spirits, please contact Jennifer Passaretti of Marino, at jpassaretti@marinopr.com or 212-402-3492.

About Biagio Cru Wines & Spirits

Based in New Hyde Park, NY and founded in 1998, Biagio Cru is a family-owned importer of fine wines and spirits from across the globe.

In 2017, Biagio Cru introduced Rosé All Day nationwide, a new rosé wine from the Languedoc-Roussillon region of France. A top trending wine hashtag, #RoséAllDay has become a social media phenomenon with hundreds of thousands of rosé lovers sharing their excitement for the wine by posting pictures emulating a trendy, chic lifestyle

Biagio Cru's stable of wines includes the perennially popular Lolailo Sangria, which has received the Impact Hot Brand award for the fourth consecutive year.

De Restia Crianza from Ribera del Duero in Portugal, has recent recognitions of 90, 91 and 93 point ratings across multiple vintages, as well as the much coveted "Smart Buy" and "Savvy Shopper" nods. It was touted as "one of the most impressive values of the year" ranking #26 in the Wine Spectator Top 100 wines of the year.

Biagio imports the Parxet line of wines, which features the Cuvee 21, the only organic cava from the Alella region of Spain, garnering a Wine Enthusiast 90 point "Editor's Favorite" rating. The Parxet line also includes a Reserve and a rosé called Titiana.

Herdade de Medeiros, from the famed Alentejano region of Portugal, also is part of the expanding Biagio Cru portfolio, boasting WE nods of "Best Buys" and "Editor's Choice".

Biagio Cru imports the full line of Tabali wines, one of the most prominent and highly-regarded brands in Chile today, hailing from the unique Limari Valley. Tabali wines have received superior ratings from the world's leading critics, Robert Parker, James Suckling, Descorchados and Wine and Spirits Magazine, including a 94 for the Talinay Sauvignon Blanc, a 94 "100 Best Wines of The Year" for the Talinay Chardonnay, and a 96 "best Malbec of the Year" for their new Roca Madre line.

###