



PRESS RELEASE

## Juvé & Camps teams up with Sergio Mora for the design of its Cruise Collection 2019

- Sergio Mora, Latin Grammy winner for Best Design 2016, expresses his vision of Juvé & Camps, entitled *Cosmic Pleasure*, in four limited-edition bottles of the winery's flagship Reserva de la Familia.
- The Cruise Collections by Juvé & Camps convey the versatile nature of cava, which can be enjoyed at any time, and reflect the winery's passion for culture, creativity and art.



**Sant Sadurní d'Anoia, May 22, 2019** — One month before the summer solstice, Juvé & Camps unveils **Cosmic Pleasure**, the **Cruise Collection 2019** by **Sergio Mora**. These four limited-edition bottles, designed by prestigious Barcelona artist Sergio Mora, combine the sophistication and elegance of Reserva de la Familia with an exceedingly contemporary and original look.

**Sergio Mora**, also known as **MAGICOMORA**, has expressed his vision, and that of the winery, in an original, stylish collection brimming with creativity. He has interpreted Juvé & Camps's flagship cava as a sparkling wine that should be enjoyed from the moment you pick up the bottle.



According to Mora, the collection, entitled *Cosmic Pleasure*, is a story about how “expressions of life, celebration in its purest state, continuously emerge from the heart of the universe, for no apparent reason. Joy-filled cava bubbles carry the celebration to every corner. Exuberant big-bang moments. Pick your bottle, open it, and get swept up in unique moments of celebration”.

The Cruise Collection 2019 by Sergio Mora will be available at specialised stores, restaurants and hotel and café terraces, **a tangible expression of Juvé & Camps's commitment to the arts and working with renowned artists.**

Juvé & Camps's Cruise Collections, now in their second edition, are a tribute to the famous fashion collections by big name luxury brands, which present personality-driven pieces that are a perfect fit for every season.

**Reserva de la Familia 2015 is an organic cava** with a lovely, brilliant, pale gold color. Its effervescence is beautifully integrated on the palate, unfolding to reveal mouthfilling freshness and an explosion of sensations that carry through on the long finish.

**Type:** Brut Nature Gran Reserva Organic

**ABV:** 12%

**Ageing:** 36 months in bottle

**Varieties:** Xarel·lo, Macabeo and Parellada

**Serve at:** 7–8°C

**RSP:** €88 (four bottle pack, €22/bottle)

### **Juvé & Camps, leader in the production of Cava Gran Reserva**

Juvé & Camps is one of the most emblematic family wineries in Penedès and one of the most recognized producers of quality sparkling wines in the world. It is the leader in the production of Cava Gran Reserva. With Joan Juvé at its head, the family has been dedicated to viticulture for centuries. They have 271 hectares of 100% organic vineyards and produce from their underground cellars of the Sant Sadurní d'Anoia winery brands such as Juvé & Camps La Capella, La Siberia, Gran Juvé & Camps, Millesimé, Millesimé Rosé, Blanc de Noirs, Reserva de la Familia, Essential, Cinta Púrpura, Nectar Blanc and the Brut Rosé. On the other hand, in the Espiells modern wine cellar, cava cuvées and white wines are produced, including Ermita d'Espiells, Miranda d'Espiells, Gregal d'Espiells and Flor d'Espiells, as well as the rosés Ermita d'Espiells Rosé and Aurora d'Espiells Rosé, and the reds Casa Vella d'Espiells, Viña Escarlata and Iohannes, a signature wine made in homage to the winery's founder.



**Juvé & Camps**

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