



FERNANDO CASTRO  
BODEGAS FAMILIARES DESDE 1850

DEPARTAMENTO DE MARKETING | NOTA DE PRENSA  
19 de nov. de 14 | Santa Cruz de Mudela

## BODEGAS FERNANDO CASTRO OPENS ITS FIRST COMMERCIAL OFFICE IN CUBA

*Bodegas Fernando Castro has recently opened in Cuba, its first office commercial. This will aim to consolidate the winery in the Caribbean.*

Bodegas Fernando Castro exports to over 70 countries, representing trade outside 75% of its market share.

On the occasion of the recent opening of the new office, D. Fernando Castro noted that: "In line with its dedication to customer service, the Company has opted for strengthen our presence in the Caribbean, because it is an area with presence relevant of our wines. "

The new office will be located in Havana and will cover the areas of Jamaica, Puerto Rico, Dominican Republic and tourist areas of Mexico. Its main objective will be to consolidate Bodegas Fernando Castro importers and major hotel chains in the area previously mentioned.

This initiative is an important step for Bodegas Fernando Castro, since through it will be able to develop and increase its customer base by offering more service specific to this booming segment.

For Bodegas Fernando Castro, a commitment to continuous improvement, innovation and customer orientation are an important priority. The opening of this office is a example of this commitment aimed specifically at this market increase.

*Bodegas Fernando Castro comienza su andadura en el año 1850, hecho que le confiere ser una de las Bodegas de mayor tradición de la Denominación de Origen Valdepeñas. Este hecho y la visión de futuro de sus directivos han convertido a Bodegas Fernando Castro en una gran empresa exportadora que, en la actualidad, llega a más de 50 países.*

*Ubicados en la principal zona productora del mundo (Castilla – La Mancha), Bodegas Fernando Castro cuenta con dos plantas de elaboración, ofreciendo a sus clientes excelentes vinos blancos, rosados y magníficos tintos jóvenes, crianzas, reservas y grandes reservas.*

PASEO CASTELAR, 70. 13730. SANTA CRUZ DE MUDELA. CIUDAD REAL  
T. +34 926 342 168 | INFO@BODEGASFERNANDOCASTRO.COM  
WWW.BODEGASFERNANDOCASTRO.COM