



## Meritxell Juvé

**M**eritxell Juvé, or Txell, as she is commonly known, is the fourth generation of the family and the current Director and CEO of the J&C Prime Brands group: Juvé & Camps, the sparkling wine producer in Penedès; the still wine winery, Finca d'Espiells; the winemaking project Pagos de Anguix, in Ribera del Duero; and Primeras Marcas, a distributor of top national and international wines and spirits and one of the most prestigious importers of renowned international wines such as Petrus, Louis Roederer, Louis Latour or Gaja in our country.

She often says that she grew up surrounded by vineyards and playing in the various underground cellars of the winery, among bottles in rhyme. Meritxell remembers part of her childhood travelling by road, accompanying her parents on the car journeys that would help shape today's century-old winery. For her, growing up following in her father's footsteps meant, from a very young age, being in contact with the sector, the end consumer and gastronomy, and learning to appreciate the importance of time in the wine production process. Later, after working in other sectors and industries, she decided to return to the family business.

With a degree in Business Studies, she spent her final year in Singapore, a stay that allowed her to get familiar with Asian markets and an experience that would later lead to the growth of Juvé & Camps' export sales. She completed her education with an MBA from the ESADE business school in Barcelona, and in 2021,

she combined her Masters in Oenology, Viticulture and Marketing of wine from the Mercè Rosell Institute with her involvement in the family business, sailing between the different departments and travelling throughout the world to promote Juvé & Camps internationally.

In 2015, under her management, the winery certified all the family vineyards as organic by the European Agency CCPAE, making Juvé & Camps one of the most important organic estates in Spain. A practice that had been part of the family's values since its inception was now certified.

Meritxell's philosophy is deeply rooted in ecology, respect for the environment and the quality of its products. This is why she also worked very closely with the oenology team. Achieving the highest quality in each product is a priority for her and her philosophy, from the beginning of the process in the vineyard to the end of the process in the bottle. This is how she maintains the legacy of her ancestors and remains linked to the whole team.

In 2016, Txell Juvé became the first woman CEO of J&C Prime Brands, completing the generational transition that had been in the pipeline for some time and forming part of the change in a historically male sector. She considers herself a natural, familiar and friendly person. She enjoys outdoor activities, art and, as a food lover, the richness of travelling and learning about different cultures.