



BY APPOINTMENT TO  
H.M. THE QUEEN  
WINE & SPIRIT MERCHANTS  
LONDON



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# BERRY BROS & RUDD

## WINE & SPIRIT MERCHANTS

[www.bbr.com](http://www.bbr.com)

### Elder statesman of the wine and spirits trade dies

25<sup>th</sup> February 2010...The flag at Berry Bros. & Rudd flew at half mast on Wednesday in memory of former chairman Anthony Berry, who died on 23<sup>rd</sup> February 2010 at the age of 94.

On leaving Cambridge, Mr Berry joined the family company in 1936 before spending six years in the Royal Navy during the war. From his early 'teens, he had made up his mind to enter the wine trade despite the fact that family rules meant that there was no room for him at Berrys. However the death of his elder brother George in action in North Africa in 1941 made his entry into the firm a necessity.

In 1965, Mr Berry took over as Chairman, and continued in the post for 20 years. Despite the fact that his main focus was wine, these were years of great success through the growth of Cutty Sark Scots Whisky –invented by his father – in export markets. He acquired something of the importance of an elder statesman of the wine and spirit world, having served for many years on various bodies associated with the Trade, not least the Vintners' Company, of which he became Master in 1980.

more follows

He was in many ways the last of the old-fashioned wine merchants. He only gave up wearing a bowler hat on his way to work when he found he was being photographed by tourists as a curiosity. Many of Berrys' recent innovations were far from his conservative instincts: he even disliked the 'modern' practise of displaying bottles on shelves instead of in the cellar, referring to the comparatively modern side shops in the St James's Street headquarters as 'the supermarkets'. However his politeness, attention to detail, sense of humour and in-depth knowledge about wine – even as Chairman he would write personally to every new customer – form cornerstones of the BB&R ethos today. As one employee wrote to Simon Berry, his son and the current chairman: “your father was part of the fabric of Berrys”.

Although Anthony Berry retired as chairman almost 30 years ago he was still a non-executive director, and a regular visitor to St James's Street, until his 90th birthday.

Mr Berry's son, grandson, nephew and great nephew still work at Berry Bros. & Rudd.

Ends

For further information and an image of Mr Berry, please contact Vicky Williams on 01256 340140 or [vicky.williams@bbr.com](mailto:vicky.williams@bbr.com).