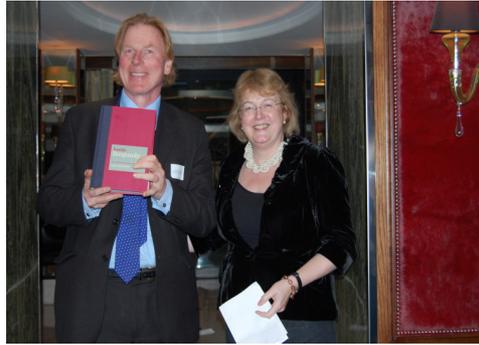




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Inside Burgundy scoops top wine book award

6th April 2011...*Inside Burgundy* by Jasper Morris MW has won the 2010 André Simon award for best drink book.

At a presentation at the Goring Hotel in London last night (5th April), *Inside Burgundy* scooped the top wine book award and was identified by judges as “the best-looking book” and “a real labour of love”.

Author, Jasper Morris MW says: “A hugely exciting moment. It has been years since I have felt as nervous as I did just before the awards were announced! I am thrilled that *Inside Burgundy* has won the André Simon Award and delighted for all those involved, especially designer Lizzie Ballantyne, our publishing partners Carrie Segrave and Chris Foulkes - their 8th André Simon award! - and of course Simon Berry for his vision in starting the Berry Bros. & Rudd Press as a new wine book imprint.”

Sarah Jane Evans MW, one of the André Simon Award Trustees, presented the award. “Winners have to fulfill the criteria of being well written and designed, of educational value and of being a book that will last,” she says, adding: “*Inside Burgundy* was undoubtedly the best-looking book on the shortlist, and looking beyond the excellent design there is a real labour of love, very well written. There is lots to learn from the book and it can be enjoyed at several levels.”

The judges had warm praise for Berry Bros. & Rudd in taking the decision to publish *Inside Burgundy*, for their publishing team Segrave Foulkes and for the book's designer Lizzie Ballantyne.

- more follows -

Chairman of Berry Bros. & Rudd, Simon Berry adds: "Many congratulations to Jasper: while it is a fabulous achievement for BBR Press to win this accolades for our first ever publication, it wouldn't have happened without Jasper writing the best book on Burgundy this year, decade or probably lifetime

The André Simon Memorial Award was started in 1978 in memory of the great gastronome and author. A list of past winners of the drink book prize includes all the top names of wine writing. Chris Foulkes, long a wine book publisher and now one of the Berry Bros. & Rudd Press team, comments: "The André Simon is the longest-running wine book award and the most prestigious. The assessors are notoriously hard to please and most people in the field would agree that this is the one you hope to win."

Ends

For further information, an interview with Jasper Morris MW or photographs of the ceremony contact vicky.williams@bbr.com or 01256 340140.