

# BERRYS' FINE WINE RESERVE

BY



BERRY BROS & RUDD

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AT THE HOME OF ALFRED DUNHILL HONG KONG



26<sup>th</sup> April 2010...Berry Bros. & Rudd has opened its second store in Hong Kong this week.

Berrys' Fine Wine Reserve forms part of the exclusive range of services at the Hong Kong Home of Alfred Dunhill providing an exemplary level of service and fine wine expertise alongside Alfred Dunhill's luxury product offering, a tailoring service, restaurant and bar.

Nicholas Pegna, Managing Director of Berry Bros. & Rudd in Hong Kong, says he had been looking to open a second store and this collaboration offered the perfect opportunity.

*"We are delighted to be collaborating with Alfred Dunhill on this extremely exciting project,"* he says, adding:  
*"Both companies truly understand the importance of tradition and integrity, whilst being constantly - and sometimes radically - innovative, at not just meeting customers' expectations but exceeding them."*

Berrys' Fine Wine Reserve presents a selection of the world's most revered wines for sale as well as hosting a tasting area and 32 individual wine bins which will be offered to customers by invitation only. Berrys' will also provide a complete range of wine related services including: Fine Wine Investment Advice; Corporate Wine tastings; Fine Wine Sourcing; Fine Wine Education; En Primeur; a Fine Wine Brokerage Service; Cellar Plans; Wedding Lists and Vineyard Visits.

- more follows -

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Berry Bros. & Rudd is Britain's oldest wine and spirit merchant having traded from the same shop in London for over 310 years. The business was officially established in 1698 by the Widow Bourne at 3 St James's Street, opposite St James's Palace. Today members of the Berry and Rudd families continue to own and manage the family-run wine merchant.

In 1999 Berrys' launched a business which brought to Hong Kong all the advantages of buying wine from their historic London office, and in 2003 opened its shop in Causeway Bay's The Lee Gardens. Now, within the Hong Kong Home of Alfred Dunhill, Berrys' look forward to providing the ultimate fine wine and spirit experience for all its customers, including unparalleled access to great wines from great vintages.

Ends

For further information on this release or images please contact Vicky Williams on 01256 340140 or [vicky.williams@bbr.com](mailto:vicky.williams@bbr.com).