

Berrys fear end to 08 campaign after release of 'bewildering' Parker scores

30th April 2009...Berry Bros. & Rudd is concerned the Bordeaux 2008 en primeur campaign will end prematurely following the release of Robert Parker's scores in his *Wine Advocate* today.

Simon Staples, Berrys' Sales and Marketing Director, says: "I am really worried. The campaign is going well and now it could be stopped dead in its tracks if the chateaux price their wine as the result of an enormous Parker score and not to the market. The market dictates the wine prices, not Parker."

Simon also fears for the *negociants* that will purchase the wines in the hope that Berrys will buy them.

"We won't be able to offer the wines hand-on-heart to customers and the *negociants* will still buy them thinking we will sell them," says Simon who adds he is totally bewildered at Parker's verdict on some of the wines.

Berrys' fine wine team was initially sceptical about Bordeaux 2008 but returned from the tastings earlier this month surprised and delighted with some of the wines.

"This is not a year to speculate and no-one else believes this vintage is outstanding," says Simon, who remembers: "Parker went crazy about 2003, on his own, and he missed 2005 when everyone loved it and now he is screaming about 2008, when we just think it was better than we had hoped for."

Sample scores from Berry Bros. & Rudd, Jancis Robinson MW and Robert Parker:

2008 Ch. Haut-Bailly

BBR Score: 17/20

Jancis Score: 17/20

Parker Score: 95-97/100

2008 Ch. Palmer

BBR Score: 18.5/20.

Jancis Score: 18/20.

Parker Score: 95 -97 /100.

2008 Ch. Lafite-Rothschild

BBR Score: 17/20

Jancis Score: 17.5+/20

Parker Score: 98-100/100

2008 Ch. Pontet-Canet

BBR Score: 16/20

Jancis Score: 17+/20

Parker Score: 96-98/100

For the inside track on Bordeaux 2008 visit <http://www.bbr.com/fine-wine/bordeaux-2008> for daily news, information, images and videos. For the very latest news and release prices, follow Berrys' on Twitter <http://twitter.com/BigSithewineguy>.