



## BERRY BROS & RUDD

3, ST. JAMES'S STREET, LONDON

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WINE & SPIRIT MERCHANTS

12th August 2015

### **Berry Bros. & Rudd appoints new Chief Executive**

Berry Bros. & Rudd is delighted to announce that it has appointed Dan Jago as its new Chief Executive. Dan will have overall responsibility across the whole business, overseeing the company's wine and spirits divisions, as well as its international operations. Dan will join the company in early October.

Dan has spent 15 years in important senior leadership positions in the drinks industry. He joins from his role as Group Wine Director at Tesco, which he first joined as Category Director for Wine, Beer and Spirits in 2006.

Dan brings a wealth of experience, expertise and passion to the position from his various past roles. He also brings strong commercial acumen and experience of working in both premium and large scale international businesses.

He will be working closely with Jeremy Parsons who takes up a new role as Chief Operating Officer. Dan's and Jeremy's appointments complete the establishment of a new leadership structure at Berry Bros. & Rudd earlier in the year, enabling the company to focus on strong growth and further development of both its domestic and international operations.

As well as spending most of his working life in the drinks business, the industry is in Dan's blood as his father invented Bailey's Irish Cream.

*Simon Berry said, "I'm thrilled to welcome Dan Jago as our new Chief Executive. I believe he brings one of the best business brains in the industry and we are very lucky that he's joining us. We will benefit hugely from his deep knowledge of the wine, beer and spirits markets as we further develop the expanded scope of our business in the UK and overseas. Dan has a huge respect for our history and traditions here at Berry Bros. & Rudd. He is perfectly placed to help build an even brighter future for the company."*

*Dan Jago said, "I am very proud and excited to be joining Berry Bros. & Rudd at a time of huge opportunity for the company. It's a great business, an extraordinary heritage and a treasured brand. I have spent most of my working life in the drinks business and, for me, this is perhaps the ultimate job. Berrys' ethos, emphasis on quality, its relationships with producers and its mission to take the best care of its customers are a perfect fit for me. I look forward to working with the whole team to make the Berry Bros. & Rudd experience the very best it can be."*

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For further information on this release, please contact [vicky.williams@bbr.com](mailto:vicky.williams@bbr.com) or call 01256 247862.

### **Notes to Editors**

Dan is a very well-known and respected figure in the drinks industry, where he has spent most of his working life.

Most recently he was Group Wine Director at Tesco, a role he held since 2012 after joining Tesco as Category Director, Wine, Beer and Spirits in 2006.

At Tesco, Dan had full responsibility for Tesco's £2 billion wine business and sat on the Group Commercial Board. He was responsible for developing and managing Tesco Group wine business across 12 countries, with wine sales of around £1 billion. He also led and managed Tesco's online 'Wine by the Case' business with 50% UK online wine market share.

Dan began his career in the drinks industry in 1988, when he joined Laytons wine merchants. His next move was also within the premium wine market when he joined Bibendum Wine Limited in 1990, where his experience included five years as Joint Managing Director, overseeing strategy, leadership of the marketing, buying, finance, off trade sales and operations functions.

Dan is a Board member of the Wine and Spirit Trade Association.

Before starting out in the drinks business, Dan spent eight years in the Royal Navy.