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***Inside Burgundy* reprints as André Simon shortlist announced**

8th March 2011...Burgundy lovers have voted *Inside Burgundy* a success by snapping up the first printing, leading to a reprint within three months of its launch.

Arrival of the second printing coincides with the news that Jasper Morris's critically-acclaimed book is on the shortlist for the 2011 André Simon wine book award.

The first printing of 5,000 copies of the 656-page, £50, book sold out by mid-February: just before the second batch arrived.

Now the book is available to American wine-lovers. Publishers, Berry Bros. & Rudd Press, have announced a distribution tie-up with the fine art and fine wine specialists Sotheby's. The US launch was at the Paulée de New York (February 10-12), where the author held a Burgundy master class.

Jasper Morris MW says: "I am thrilled with the response to the book - we are on to the second print run already and I am hoping that the Japanese translation will be the first of many."

In addition to the UK-based BBR.com website and the firm's shops in London's St James's Street and Basingstoke, outlets for *Inside Burgundy* include fine wine specialists in Norway, Holland, Denmark, Australia and New Zealand, and the Athenaeum bookshop in Beaune, the heart of Burgundy itself.

And the book is now to be translated: in 2012, *Inside Burgundy* will be published in Japanese by the long-established Tokyo publishing firm Hakusuisha.

Ends

For further details please contact Vicky Williams on Vicky.williams@bbr.com and 01256 340140.

Note to Editors

Inside Burgundy is the first book from Berry Bros. & Rudd Press, a division of the 310-year-old wine merchants. Further titles are under active consideration, though as Simon Berry observes these will be "necessary books – not publishing for its own sake."

To buy a copy, visit <http://www.bbr.com/shopping/wine-accessories> or in person from Berry Bros & Rudd, 3 St. James's Street, St. James's, London SW1A 1EG; or Berry's Factory Outlet: Hamilton Close, Houndsmills, Basingstoke, Hampshire RG21 6YB.

To buy a copy in the USA, contact Sotheby's at <http://www.sothebyswine.com/products.cfm/ID/1506/name/Inside-Burgundy-by-Jasper-Morris-MW>.

André Simon Award: http://www.andresimon.co.uk/awards_2010.html

Reviews and comments include

Jay McInerney, *Wall Street Journal* wine critic: "I recommend Jasper Morris's new tome, *Inside Burgundy*, an incredibly comprehensive and informative new guide to the region and its wines. At \$75, it costs about the same as a good '08 premier cru, and will probably save you a great deal of money and heartache long before you finish reading it."

Tim Atkin MW: "Jasper Morris's excellent book ... a must buy for Burgundy-lovers."

Clive Coates MW: "A very fine book: Jasper Morris is to be warmly congratulated and thanked."

Jamie Goode (*Wineanorak.com*): "Above all as I read I feel that Jasper is acting as my trusted guide through the complexities of this wonderful region. I think he really understands Burgundy - he 'gets' it - and this isn't always the case with people who write on the subject. It's not a cheap book, but it's very good value for money."

Bill Nanson (*Burgundy Report*) "This is a no-nonsense reference work and, in my opinion, *Inside Burgundy* is the greatest reference work of our generation – actually a number of generations – it is Dr Jules Lavalley for the 21st century generation. It is its own benchmark.

Also praised by... Daily Express, Evening Standard, Jancis Robinson in the Financial Times.....