



Tap into Berrys' wine knowledge with the free fine wine App – now available with iPad

Keeping up with the latest in the world of Fine Wine just got even easier with the introduction of the latest Berrys' Fine Wine App.

Built on the success of 2009's iPhone App, the 2010 release sees numerous enhancements, including compatibility with the new revolutionary iPad.

A thorough design overhaul puts even more of Berrys' 300-plus years' experience at your fingertips. The application takes full advantage of the larger multi-touch iPad screen to make reading easier, and browsing and navigation far simpler, and much more intuitive.

Brand new Vintage Charts, Profiles and Ratings deliver deeper insight than before and enhanced search functionality adds filtering by price and vintage to the previous keyword search of wine name, region, producer and grape. Transactional improvements also mean it's now even easier to purchase through the free App.

Together with original favourites like tasting notes from Berrys' Masters of Wine, the Virtual Wine School video tutorials, and full online functionality, the changes makes this a must-have upgrade for all Fine Wine aficionados, whatever the size of your cellar, or portable communication device.

Charlie Bennett, Website & Marketing Development Manager at Berrys', says: "The latest version of our App offers enhanced search functionality and brand new vintage charts, vintage ratings and vintage profiles. The ordering functionality has now been enhanced and the latest version of the App is fully compatible with iPads so ensuring customers can view all Berrys' wines, tasting notes and vintage charts at any time, wherever they are."

Find out more, and download the free App at www.bbr.com/app.

-ends-

For more information on this news, please contact:

Vicky Williams
PR Manager 01256 340 140 vicky.williams@bbr.com

About Berry Bros. & Rudd

Over 300 years ago, Berry Bros. & Rudd opened its shop at 3 St James's Street, opposite St James's Palace, where it still stands today. Berrys' now has shops in Hong Kong and Basingstoke, as well as a business in Japan and a duty free presence in Dubai. Berrys' range comprises over 2,000 wines and services include The Wine Club, The Cellar Plan, Wine Wedding List, Fine & Rare Wine Advice, comprehensive Wine Tastings, Fine Dining and Wine School. The cellars and Pickering Place at Berrys' are available for corporate entertaining, cocktail parties and wine tastings. Berrys' award-winning website www.bbr.com is a one-stop shop online and includes expert advice from Berrys' own wine advisors.

For further discussion on this and other topics with Berrys' experts please visit [Berrys' Wine Blog](#)

To keep up-to-date with the latest wine news from Berrys as it happens, follow Wine Matters on [Twitter](#) . It only takes a few seconds and it's free. Why not follow Berrys on Facebook www.facebook.com/berryswine.