



BERRY BROS & RUDD
3, ST. JAMES'S STREET, LONDON

WINE & SPIRIT MERCHANTS

PRESS ANNOUNCEMENT
March 2014

BERRY BROS. & RUDD LAUNCHES NEW WINE CLUB

Blending tradition with innovation, Berry Bros. & Rudd has launched a new Wine Club that offers four membership options themed around its history as Britain's oldest wine merchant. The wine selections, chosen by Berry Bros. & Rudd's experts, cater for the different tastes and budgets of contemporary wine drinkers. Whether it's Bourne, Pickering, Napoleon or Wellington, each selection has a story to tell.

Wine Club members will receive a case of wine every other month, handpicked from the famous Berry Bros. & Rudd range. Each wine will suit the member's own drinking style and be delivered direct to their door with detailed tasting notes and suggested food pairings. As well as keeping cellars and sideboards stocked with high quality bottles, the Wine Club will also provide access to a variety of exclusive tastings and dinners. Here, members can expand their knowledge and nurture their enjoyment of wine.

Katie Cooper, Wine Club Manager at Berry Bros. & Rudd, comments: *"Too often wine can be an afterthought – a hastily chosen bottle dropped into the supermarket trolley or unearthed from the nearest corner-shop.*

"The launch of the Wine Club presents an opportunity to do things differently, aiming to expand our customer base with its range of memberships at varying price points. What's more, it's given us the opportunity to tell the story of Berry Bros. & Rudd – a wine merchant with a truly unique heritage."

The Bourne selection (£120 per case) honours the Widow Bourne, who founded Berry Bros. (as it was known then) in 1698. With selections including a fruity and fresh white Burgundy from the

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village of St Véran and a Carménère from Chile made by William Fèvre Espino, its focus is on delicious everyday drinking wine.

At the other end of the scale, the Wellington selection (£300 per case) delivers refined wines and coveted vintages perfect for the connoisseur or collector. Named after the new Wellington Cellar, due to be opened later this year, it celebrates the old and new, combining the very best of classic regions, such as Ch. Domeyne Cru Bourgeois St Estèphe from Bordeaux, with innovative examples of excellence like the Bulgarian 2008 Borovitza Dux.

The Napoleon selection (£240 per case) is made with fine wine enthusiasts in mind and named after the Berry Bros. & Rudd cellar used for secret meetings by Napoleon III in 1838. Available as a mixed case, or with the focus on red wine, it features Old World bottles like the 2007 Contino Reserva Rioja, as well as New World wines, such as New Zealand 2011 Churton Sauvignon Blanc.

Named after the home of the Berry Bros. & Rudd Wine School and designed for the curious wine lover, the Pickering selection (£180 per case) offers a wide variety of wines and producers, chosen to expand knowledge and provide the occasional surprise. Bottles include 2010 Alpamanta Estate Malbec from Argentina and the 2011 Côtes du Rhône Villages, La Cadène Blanc from Domaine Chaume Arnaud.

Anne McHale Master of Wine, Berry Bros. & Rudd Wine Education Specialist and winner of the 2013 Bollinger Medal for excellence in tasting, says: *"The new Wine Club offers membership options designed to give all levels of wine lover access to bottles that suit their own palates and pockets, handpicked by our roving expert buying team. So, whether you're a Claret connoisseur, hoping to discover something new, or just interested in learning a little more about the great wine grapes – there's a case of wine perfect for you!"*

For more details on Berry Bros. & Rudd Wine Club membership, visit www.bbr.com/wine-club, or contact Wine Club Manager Katie Cooper on 0800 280 2440 or via the website. Join the conversation on Twitter at #BBRwineclub.

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Notes to Editors

Berry Bros. & Rudd Wine Club

Berry Bros. & Rudd Wine Club is aimed at both devoted wine lovers and those who aspire to learn more. Every bottle we send to our members has been handpicked by the Berry Bros. & Rudd buying team, which including four of our eight Masters of Wine, and is accompanied by detailed tasting notes to ensure members have the most pertinent information to hand.

By joining the club, members are also becoming part of the wider Berry Bros. & Rudd family. Our business doesn't begin and end with selling and storing wine; we also host a wide variety of wine schools and private events. Throughout the year, we invite members to exclusive Wine Club tastings and dinners, which are part-subsidised by the company in the hope that we can help nurture their enjoyment of wine. Should members wish to purchase additional bottles from Berry Bros. & Rudd, they are entitled to 10 per cent off online orders.

In addition, Katie Cooper, our Wine Club manager, is always on hand to answer members' questions, from requests for food and wine suggestions and extra producer information, to queries about the practicalities of membership.

Wine Club membership options:

Bourne – Delicious everyday drinking wine

This case offers an excellent introduction to the world of wine and contains familiar and enjoyable wines with an average bottle price of £10. From New Zealand Sauvignon Blancs, to Rhône reds, the Bourne selection is an enjoyable way to develop your wine knowledge, or to simply ensure there are always excellent bottles in your wine rack, ready to be opened any night of the week. It is named after the Widow Bourne, who founded the company in 1698, along with her two daughters. More than 300 years later, we are still selling wine on the same site in historic St James's.

Bourne Mixed Case: £120, comprising three pairs of white and three pairs of red wines

Pickering – A wider variety of wines and producers

Inspired by the Wine School, which we hold in our Pickering Cellar, this case is designed to expand your knowledge and introduce you to new grape varieties and styles of wine. Each case offers a reliable selection of food friendly wines, tried-and-tested favourites and – to keep things interesting – the occasional surprise. William Pickering, who married the Widow Bourne's daughter Elizabeth, helped run Berry Bros. (as it was known then) as an important coffee shop in the 1700s. Inside No.3 St James's, you can still see the giant coffee measuring scales, and the old coffee mill sign still hangs outside the shop today.

Pickering Mixed Case: £180, comprising three pairs of white and three pairs of red wines

Napoleon – Classic wines from all over the world

Named after the cellar that housed the secret meetings of Napoleon III – a friend of George Berry – during the Chartist riots of 1838, our third tier of membership encompasses wines from Bordeaux, Burgundy and discoveries from beyond. This selection will satisfy the most established wine enthusiast, making sure they are never without a supply of fine wine. Choose between all red or mixed cases.

Napoleon Mixed Case: £240, comprising three pairs of white and three pairs of red wine

Napoleon Red Case: £240, comprising six pairs of red wine

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Wellington – Savour remarkable wines for the connoisseur

The Wellington selection, named after our newest cellar, can be relied upon to deliver a wish list of refined Old World wines, and innovative examples of excellence in areas of increasing interest, both for investment and enjoyment today. These are wines that deserve to be appreciated.

Wellington Mixed Case: £300, comprising three pairs of white and three pairs of red wine

Wellington Red Case: £300, comprising six pairs of red wine

For more details on Berry Bros. & Rudd Wine Club membership, visit www.bbr.com/wine-club, or contact the Wine Club Manager Katie Cooper on 0800 280 2440, or via the website. Join the conversation on Twitter at #BBRwineclub.

About Berry Bros. & Rudd

- In 1698, Berry Bros. & Rudd opened shop at 3 St. James's Street – three hundred and sixteen years on we are still proud to call it home.
- Berry Bros. & Rudd continues to be owned and managed by members of the Berry and Rudd families.
- With two Royal Warrants for H.M The Queen and H.R.H. The Prince of Wales, three hundred years of history and eight Masters of Wine, Berry Bros. & Rudd is Britain's original wine and spirit merchant.
- Berry Bros. & Rudd continues to supply wine to the British Royal Family, as it has done since King George III's reign.