



BERRY BROS & RUDD

3, ST. JAMES'S STREET, LONDON

WINE & SPIRIT MERCHANTS

Berry Bros. & Rudd celebrates its historical Texan alliance with the launch of a Texan Bourbon Whiskey

Monday 10th October 2016: Berry Bros. & Rudd is delighted to announce the addition of Texas Legation Bourbon Whiskey to its premium range of spirits. Distilled by brothers Jonathan and Robert Likarish at their Ironroot Republic distillery in Denison, Texas: then blended by Douglas McIvor of Berry Bros. & Rudd Ltd, London, this whiskey celebrates the historic alliance between Britain's oldest wine merchant and the "Lone Star" state of the USA.

In 1836, exactly 180 years ago, Texas declared independence from Mexico, forming the Republic of Texas. To protect itself from invasion from the bordering Mexico and United States, the government of the independent Texas sought to foster strong international ties with France and Britain. The then President of Texas, Sam Houston, sent his Secretary of State, Dr Ashbel Smith, as the Texan diplomatic representative in the UK, officially accredited by the Court of St James's. Ashbel Smith set up the Texan Legation in London which between 1842 and 1845 was located above the shop of Berry Bros. & Rudd, opposite St James's Palace at No.3 St James's Street.

The Legation's offices remained on St James's Street until 1845 when Texas joined the United States of America.

Doug McIvor, Spirits Buyer at Berry Bros. & Rudd commented *"The historical link between Berry Bros. & Rudd and Texas dates back almost 200 years and it is fitting to finally have a product in the range that symbolises this.*

"In collaboration with the Likarish Brothers at the Ironroot Republic distillery, we have blended a Texan whiskey which celebrates our special relationship.

"This young, bold Bourbon has enticing aromas of vanilla, honey, toffee, bananas and fresh bread. To taste, it's lively and succulent, with flavours of red apples and toffee, rich molasses and a twist of black pepper. Luscious, lingering and very moreish – we hope you'll agree."

Robert Likarish from the Ironroot Republic distillery added: *"Being completely frank, when we were first contacted by Berry Bros. & Rudd about a possible project with a Texas Whiskey Distiller, we did have to question the authenticity of the query. It seemed almost too good to be true as one of the whiskies that inspired my brother and me on our journey is Berry Bros. & Rudd's very own Speyside whisky – The Glenrothes.*

"We sent a selection of samples to be blended by the team at Berry Bros. & Rudd in London and Doug McIvor worked his magic and the rest, as they say, is history. Whiskey has a way of



bringing people together and we are delighted to have this opportunity to collaborate with Britain's oldest wine and spirit merchant."

Texas Legation is available online and in store from Berry Bros. & Rudd www.bbr.com (RRP: £49.85)

It is also available to the trade through Berry Bros. & Rudd's agency business Fields, Morris & Verdin www.fmv.co.uk

-Ends-

Further information:

Texas Legation Bourbon Whiskey 70cl (46%)

Tasting notes:

- Nose – aromas of vanilla, honey, toffee, bananas and fresh bread;
- Palate – lively and succulent, with flavours of red apples and toffee, rich molasses and a twist of black pepper;
- Finish – luscious, lingering and moreish.

Cask type: handcrafted from three different batches of: 95 percent yellow, five percent purple corn; 95 percent yellow, five percent red corn; and 95 percent yellow corn, five percent rye aged in four American and two European oak casks.

Texas Legation

In 1963, on behalf of the Anglo-Texan Society, then Texas Governor Price Daniel presented Berry Bros. & Rudd with a plaque to commemorate the location of the Legation. The plaque hangs on the wall between No.3 and No.4 St James's Street in the alleyway to Pickering Place and is regularly visited by tourists visiting London from Texas. The plaque reads: "In this building was the legation for the ministers from the Republic of Texas to the Court of St. James 1842-1845. Erected by the Anglo-Texan Society"

The Anglo-Texan Society also used this opportunity to pay Berry Bros. & Rudd \$160, the debt left outstanding by the Texan delegates 118 years earlier on their departure from their St James's offices in 1845.



Ironroot Republic Distillery

Founded in 2013, the name honours the legacy of a famed citizen of the distillery's home town, Denison, Texas, and horticulturist Thomas Volney Munson. Munson pioneered methods in creating phylloxera resistant vines by grafting European rootstock on to American vines.

The distillery creates handcrafted spirits focused on fresh, local, and non-GMO





ingredients. A true grain distillery, 95 percent of the grains used originate from within 60 miles of the distillery, and all grain is mashed, fermented, distilled, and barrel-age on site.

For the production of their whiskeys and brandies, double distillation in a traditional Scottish style pot still is used. The aging process is based on the French elevage technique which is typically employed in aging Cognac and Armagnac.

Robert & Jonathan Likarish

Born in El Paso and raised in West Texas, Jonathan is a passionate Texan. From an early age his parents, John and Marcia, instilled the importance of hard work and doing things the right way. Jonathan studied Industrial Engineering at Texas Tech in Lubbock, and Biomedical Engineering in St Louis

Robert is a graduate of Austin College and St Louis University Law School. Upon completing law school, he realized his passion was outside the law. He then started to pursue distilling. Robert has been extremely fortunate to have studied under some of the best known craft-distillers in the US including Hubert Germain-Robin, Don Poffenroth, Chip Tate, and blender Nancy Fraley.



Berry Bros. & Rudd

Founded in 1698, Berry Bros. & Rudd is Britain's original, family-owned wine and spirits merchant. With two Royal Warrants, more than 300 years of history and seven Masters of Wine, we are proud of our world-class reputation for exceptional wines and spirits.

Although hundreds of years old, Berry Bros. & Rudd remains at the forefront of wine innovation. The current range of more than 4,000 wines is sourced from over 25 countries, from the traditional – France, Italy and Spain – to the less traditional – Moldova and Canada.

Not just a fine wine retailer, spirits have long been central to the business. Alongside award-winning Speyside single malt whisky, The Glenrothes, the spirits portfolio includes the classic No.3 London Dry Gin, Mauritian rums Penny Blue and Pink Pigeon Spiced and the unique and historic King's Ginger Liqueur.

While we embrace progress, we also value our traditions. As a business, we are comfortable with these paradoxes – having always managed to combine our history and heritage with a commitment to constant progress, innovation and change.

Throughout the developments the business has seen over the years, customers have always remained at the heart of Berry Bros. & Rudd. Whether visiting us in store, shopping online or participating in our Wine Club, Cellar Plan, tutored tastings or Wine and Spirits School, we aim to ensure that every customer receives the same outstanding experience.