



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

WINE & SPIRIT MERCHANTS

**Berry Bros. & Rudd opens shop at Dubai Duty Free
in Dubai International Airport**

Thursday 14th December 2017: Berry Bros. & Rudd is delighted to announce the opening of a pop-up at Dubai Duty Free in Dubai International Airport.

To celebrate the launch of *The Wine Merchant's Range* into Dubai Duty Free, Berry Bros. & Rudd has partnered with the world's biggest travel retail operation to create a temporary retail site over the festive season. It will operate for one month from today (Thursday 14th December 2017).

Known to be the world's busiest airport for international passengers, last year Dubai International Airport saw over 83 million travellers pass through its gates.

Mike Harrison, International Sales Development Director at Berry Bros. & Rudd commented: *"We are thrilled to be supporting The Wine Merchant's Range into Dubai Duty Free – this is a very important step in the development of Berry Bros. & Rudd's international profile."*

"The pop up provides us with an excellent opportunity for customers travelling through Dubai from all over the world to experience Berry Bros. & Rudd. Not everyone has the chance to visit our historic premises on St James's Street, but we hope that this activation will bring some of the magic of Britain's oldest wine and spirits merchant to travellers without them leaving the airport."

Commenting on the pop-up, Colm McLoughlin, Executive Vice Chairman and CEO, Dubai Duty Free said: *"We are excited to have this new pop-up featuring a great selection of wines from Berry Bros & Rudd, as well as a selection of recognisable fine wines. This is a hugely busy time for Dubai Duty Free and Dubai International and it is great that our customers will have this unique retail experience in Concourse B."*

The pop up will be open until Monday 15th January 2018.

-Ends-



About 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 six 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 – Brazil and Moldova.

Not just a fine wine retailer, spirits have long been central to the business. The spirits portfolio includes the classic No.3 London Dry Gin, Mauritian rum Penny Blue and the unique and historic The King's Ginger Liqueur. Most recently the Texas Legation, a bourbon from Texas was added to the line-up.

While we embrace progress, we also value our traditions. As a business, we are comfortable embracing 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 School, we aim to ensure that every customer receives the same outstanding experience.
