



BERRY BROS & RUDD WINE & SPIRIT MERCHANTS

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Berrys' unveils the ultimate music and wine playlists



18th January 2010...In response to research suggesting that music can enhance the taste and pleasure of wine by up to 60%, experts at Britain's oldest wine merchant, Berry Bros. & Rudd, have taken inspiration and come up with their perfect playlists to accompany some of their most popular wines.

The study showed that people recorded a change in the taste of a wine depending on the melody they heard, so Berrys' team set to work to see if they could match Mozart to Mosel or Pink Floyd to Pinot!

A team of six wine lovers selected their perfect playlists to accompany to Wine Club wines, including Berrys' Chairman, Simon Berry, who chose Joni Mitchell to accompany an Argentine Cabernet because of its timeless appeal, and Master of Wine Alun Griffiths, who opted to drink Bret Bros Burgundy listening to Neil Young's Four Strong Winds.

"The past research suggested that there is a strong link between music and the enjoyment of wine, which makes perfect sense." says Katie Cooper, Berrys' Wine Club Manager. "Both evoke strong memories and feelings and, although these are highly personal, it was interesting to see that there were similarities in the songs we chose - we can't wait to see what our customers come up with!"

Berrys' has also got its Wine Club members on board, inviting them to create their own 'wine tunes' playlists by giving each one free download tracks at 7Digital.com. It will also be asking readers of [Berrys' Wine Blog](#) to suggest their perfect music and wine suggestions so watch this space for updates!

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Notes to editors:

*Research undertaken by The Heriot Watt University in 2008

Links to related articles:

<http://www.decanter.com/archive/article.php?id=290384>

<http://news.bbc.co.uk/1/hi/uk/7400109.stm>

Wine Club membership starts from £120 and cases are delivered on a bi-monthly basis. Members can choose from nine different cases and are able to skip, swap or change their plan at any time.

New members will receive their first case half price. Customers who are not yet members can try either an Essential Trial Case for £120 or a Reserve Trial Case for £180 without having to commit. They'll receive the accompanying tasting notes (and the 15% discount) but not all the extra Berrys' Wine Club benefits.

Other benefits of the Wine Club include exclusive member events, bespoke service from Wine Club manager Katie Cooper, encyclopaedic reference guides and binders, tasting wheels, learning materials and gifts.

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 Dublin and a duty free presence in Dubai. Berrys' range comprises over 4,000 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 www.bbrblog.com.
To keep up-to-date with the latest wine news from Berrys as it happens, follow Wine Matters on Twitter (www.twitter.com/WineMatters). It only takes a few seconds and it's free.