



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

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WINE & SPIRIT MERCHANTS

**Berry Bros. & Rudd uncovers latest edition of its No.3 magazine**

Berry Bros. & Rudd is delighted to announce the third publication from the recently re-issued *No.3* magazine.

Hailed as the first magazine entirely dedicated to the subject of wine, *No.3* was first printed in 1954. Printing ceased in 1994 when Berry Bros. & Rudd launched its first website. The magazine was brought back last year after a 22-year hiatus.

The third issue of *No.3* focuses on the “*dark side of the seemingly proper world of wine,*” observes Sophie Thorpe, Deputy Content Editor at Berry Bros. & Rudd and the publication’s Acting Editor. Sophie, who was recently shortlisted for Emerging Writer of the Year at the Louis Roederer International Wine Writers’ Awards adds: “*We are naturally fascinated by those who break the rules and – most curiously – why. This obsession with the forbidden is the inspiration behind our latest issue of No.3.*”

The latest instalment of the publication includes a feature from Berry Bros. & Rudd Chairman Simon Berry, who writes about the murky past of St James’s Street.

Pulled from the archives of the original *No.3*, the magazine includes an article on American novelist and screenwriter Raymond Chandler, the original master of detective fiction and past customer of Berry Bros. & Rudd.

With his first-hand knowledge of the wine world’s ‘dark side’, Berry Bros. & Rudd’s Fine Wine Quality and Authentication Manager and the company’s very own wine detective, Philip Moulin, investigates the world of wine forgery in his article ‘Faking It’.

The latest addition of this historical title will be mailed out to customers at the end of the week. Copies are also available to pick up from Berry Bros. & Rudd at 3 St James’s Street and the Warehouse Shop in Basingstoke.

**-Ends-**

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**About No.3 Magazine:**

First published in 1954, *No.3* was initially published for 42 years. The result was 78 editions with more than 400 articles and snippets of information, and over 1,500 wine



recommendations. Berry Bros. & Rudd has reproduced some of the content on its award-winning blog [blog.bbr.com](http://blog.bbr.com)

The magazine was last printed in 1994 during a time when Berry Bros. & Rudd launched its first website. Suddenly the world had access to an encyclopaedia of wine information and the 24-page “parish magazine” became rather old fashioned.

### **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.

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