



## BERRY BROS & RUDD

3, ST. JAMES'S STREET, LONDON

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WINE & SPIRIT MERCHANTS

### **Berry Bros. & Rudd appoints two new Directors to its Board**

**Thursday 26th October 2017:** Berry Bros. & Rudd, Britain's oldest wine and spirits merchant has announced the appointment of Emma Fox and Matthew [Matt] Wright to its Board of Directors. The new appointments replace Non-Executive Directors Simon Robertson and Richard Moyse, who retire from the Board at the end of the financial year.

Emma was recently appointed to the role of CEO at The Original Factory Shop (TOFS) following four years as Commercial Director at Halfords Group plc. She has considerable experience in the wine and spirits industry having worked for ten years at Bass Brewers and eleven years at Asda Walmart before moving to Halfords.

Matt joins the Board after twenty years with executive search firm Russell Reynolds, where he held the roles of CEO, President and Board Member. During his 20-years at Russell Reynolds, Matt helped to shift the focus of the geographical focus of the business and developed relationships across many countries including China, Hong Kong, Singapore and India.

Deputy Chairman Lizzy Rudd comments: *"I am delighted to announce Emma and Matt's appointment to the Board of Directors. Together they bring with them a wealth of experience, valuable insight and understanding of international markets, as well as a keen interest in wine. I have no doubt they will both make a fantastic addition to the Board and I look forward to welcoming them to Berry Bros. & Rudd."*

Following the announcement of Simon Berry's retirement, Lizzy Rudd will replace Simon Berry as Chairman of Berry Bros. & Rudd on 1<sup>st</sup> December 2017. At this point, the company's Creative Director, and eighth generation Berry family member Geordie Willis will join the Board of Directors.

From 2018 Berry Bros. & Rudd's Board of Directors will comprise Lizzy Rudd, Dan Jago, Chris Robinson, Edward Rudd, Geordie Willis, Richard Reid, Emma Fox and Matt Wright.



### **About Emma Fox:**



Emma's new role on the Board of Berry Bros. & Rudd is in addition to her new appointment of CEO at The Original Factory Shop (TOFS) following four years at Halfords Group plc as the company's Commercial Director.

Emma has considerable formative experience in the wine and spirits industry. It was her enjoyment of her part-time job at Victoria Wine, that attracted her to the drinks industry. She joined the Bass graduate trainee scheme after university, where she became involved in buying and studied her WSET Diploma. From buying the wine for Bass, she moved to buying spirits and then on to a role as international brand manager for Bass Beers Worldwide. After ten years at Bass, Emma approached Asda and was offered a role looking after the supermarkets wines, beer and spirits. She worked across various parts of the business during her eleven years at Asda Walmart, but throughout this time she maintained a closeness to the supermarkets drinks category. Noteworthy initiatives include bringing in a Master of Wine (Philippa Carr) and launching Asda's private label "Chosen by You". Her last role in the business was Walmart's Chief Marketing Officer which saw her re-located to Canada for two years.

### **About Matthew Wright:**



Matthew [Matt] Wright joins the Board following 20 years with Russell Reynolds, where he rose to CEO, President and Board Member before his departure. Russell Reynolds is one of the largest global executive search firms, with 47 offices across the world, of which Matt oversaw the opening of China (Shanghai and Beijing), India (Delhi and Mumbai) as well as Sweden and Norway.

During his 20-years at Russell Reynolds, Matt substantially helped shift the focus of the business geographically, developing high level relationships across China, Hong Kong, Singapore and India amongst other countries.

Matt joined the executive search profession straight from university, specialising in financial markets. He spent the first five years of his search career with financial boutique specialists Cripps Sears and Knight Wendling before joining Korn/Ferry for two years and finally settling at Russell Reynolds in 1993. A customer of Berry Bros. & Rudd for the past 19 years

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Matt is also a passionate epicure and proud owner of a local Sicilian family restaurant in his home town of Godalming, Surrey.

### **About Geordie Willis:**



Representing the eighth generation of the Berry family to work in the 319-year-old business (he is the nephew of Simon Berry), Geordie first started at Berry Bros & Rudd in 2001, working as a cellar manager beneath the company's historic premises on St James's Street.

He then left the company after two years owing to a 'house rule' that requires all family members wanting to work within the firm to complete at least three years' experience away from the family business. Having previously worked for the design and interiors section of Harper's Bazaar, Geordie returned to the creative industry to work as a design consultant for a brand agency in London, handling UK and International strategies for a variety of clients.

A two-year sabbatical from the wine trade soon turned into five years, as Geordie pursued his own career away from Berry Bros & Rudd in marketing and brand development. However, a fortuitous stop-off in Hong Kong in March 2008 brought him back to the family business. The government had recently made the decision to reduce the duty on wine to zero and Hong Kong was about to embark on its exciting vinous journey to position itself as the wine-hub of Asia. Two months later, Geordie moved to Hong Kong to take up the role as Berry Bros. & Rudd's Business Development Manager in that region. After four enjoyable years in Asia, Geordie returned to the UK in 2012 to take on his current role as the company's Creative Director.

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## **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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