



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

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WINE & SPIRIT MERCHANTS

**Berry Bros. & Rudd celebrates 50 years in Basingstoke**

**Thursday 31st August:** This week Berry Bros. & Rudd celebrates its 50<sup>th</sup> anniversary in Basingstoke.

Most recognised for its premises on London's St James's Street, the Basingstoke warehouse was opened as a bottling and storage warehouse in 1967 by former Chairman Christopher Berry Green to address the Company's need for expansion and modernisation.

Two years later in 1969, a sales office was added and today, more than 50 years later the site is home to two state of the art bonded warehouses containing 9 million bottles, sales and marketing offices, tasting rooms and the Berry Bros. & Rudd Warehouse Shop.

Chairman Simon Berry states *"We are so pleased that we can celebrate our 50-year-anniversary in Basingstoke. The warehouse has been a huge success and has enabled Berry Bros. & Rudd to evolve with the times. Even more importantly, we have been able to deliver exceptional service and storage to our customers, which has always been and continues to be the number one priority of our business."*

The first warehouse was opened in 1967. An easy commute to London, Berry Bros. & Rudd's Hampshire location provided more space for storage and as well as a bottling hall. Winemaker Sam Weaver who worked in the bottling hall in 1978, and today produces the wine for the Berry Bros. & Rudd New Zealand Sauvignon Blanc by Churton Estate, recalls an average day on the bottling line:

*"The work day had a rhythm to it: start work at 8am, tea break at 10am, beer break at 12 noon, lunch at 12.30, tea break at 3pm, beer break at 4pm and home at 5pm. Berry Bros. & Rudd were generous and supplied a keg of beer for the cellar workers to enjoy... [back then] the world was a very different place."*

As a family owned business, great importance is placed on the people who work for the company. In addition to generations of Berrys and Rudds, three generations of Nick Chapman's family have worked at the Basingstoke site since its opening. His parents-in-law Terry and Ann Fairbairn joined the business in 1967 and worked for the company for 33 years. Nick Chapman who works as a driver, joined Berry Bros. & Rudd in 1997 and in turn, his son Michael is employed in the Warehouse having joined the company in April 2017.



As part of the 50 year celebrations, Berry Bros. & Rudd will be hosting a BBQ for employees in the warehouse gardens. Colleagues have also organised a charity bike ride from St James's to Basingstoke.

**-Ends-**

For further information please contact Elspeth Macleod, Berry Bros. & Rudd PR Assistant

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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 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 – Brazil and Moldova.

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 rum Penny Blue and the unique and historic The King's Ginger Liqueur.

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.