



BERRY BROS. & RUDD

3, ST. JAMES'S STREET, LONDON

WINE & SPIRIT MERCHANTS

Berry Bros. & Rudd launches The Wine Merchant's Range in Korea

Monday 13th November 2017: Berry Bros. & Rudd is delighted to announce the distribution of *The Wine Merchant's Range* in Korea. The own-label range of wines will be available to buy from Homeplus, South Korea's second biggest retailer.

Available in 144 stores, the selection of 12 wines will be available to buy from today. Prices for the wines start at 12,900 KRW (approx. £8.50) for the Merchant's Red, White and Rosé wines, up to 40,000 KRW (approx. £27.00) for *The Wine Merchant's Range* Pauillac and Châteauneuf-du-Pape.

Berry Bros. & Rudd Wine Director, Mark Pardoe MW, who will be in Seoul for the launch comments: *"The launch of The Wine Merchant's Range in Korea is a very important step in the development of Berry Bros. & Rudd's international profile. Korea is our first Asian market for this new range of own-label wines and we are delighted that our partner for this development is Homeplus.*

"We believe that there is huge potential in the alliance of a trusted and traditional British brand like Berry Bros. & Rudd, embodying years of experience and expertise, with Homeplus - a respected and renowned retailer. Together we can bring added value and choice to Homeplus customers, and deliver a reassurance of quality, all vital considerations in a market that has a rapidly evolving interest in spirits and wine knowledge.

"We are looking forward to a long and rewarding association with Homeplus, and to supporting them in their ambitions to create a market-leading wine proposition for Korea."

As part of the launch of *The Wine Merchants Range* in Homeplus, a Berry Bros. & Rudd pop-up shop will be opening for three days from 16th – 18th November in Seoul's Gangnam district. Customers will have the opportunity to taste wines from the Berry Bros. & Rudd portfolio, including wines from *The Wine Merchant's Range*.

For further information on *The Wine Merchants Range*, and the collaboration with Homeplus please contact Luigi Barzini Luigi.barzini@bbr.com

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The selection of wines available from Homeplus is:

- The Wine Merchant's Range, The Merchant's Red (Spain)
- The Wine Merchant's Range, The Merchant's White (Spain)
- The Wine Merchant's Range, The Merchant's Rosé (Spain)



- The Wine Merchant's Range, Traditional Claret (France)
- The Wine Merchant's Range, Chianti (Italy)
- The Wine Merchant's Range, Châteauneuf du Pâpe (France)
- The Wine Merchant's Range, Pauillac (France)
- The Wine Merchant's Range, Rioja Crianza (Spain)
- The Wine Merchant's Range, English Sparkling (UK)
- The Wine Merchant's Range, New Zealand Sauvignon Blanc (NZ)
- The Wine Merchant's Range, Pinot Grigio (Italy)
- The Wine Merchant's Range, Provence Rosé (France)

About *The Wine Merchant's Range*:

Following the success of the Berry Bros. & Rudd own label wines, *The Wine Merchant's Range* has been created to provide greater accessibility to Britain's oldest wine and spirit merchant. The wines will be sold in the on/off trade on behalf of Berry Bros. & Rudd through third party distributors and retailers.

Abi Hirshfeld, Buying Director at Berry Bros. & Rudd commented: "Our Berry Bros. & Rudd Own Selection of wines is incredibly popular with our customers, and we wanted to offer something similar but more accessible. We have benefitted from the centuries old relationships with our suppliers and created a range of wines we believe is superior and trustworthy."

The Wine Merchant's Range was launched in May 2017. The wines are distributed to the on and off trade through Fields, Morris & Verdin <http://www.fmv.co.uk>.

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 lineup.

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.
