



BERRY BROS & RUDD

3, ST. JAMES'S STREET, LONDON

WINE & SPIRIT MERCHANTS

Berry Bros. & Rudd strengthens trade team

Wednesday 13th December 2017: Berry Bros. & Rudd has announced the appointment of Matt Davies to the new role of Managing Director for Fields, Morris & Verdin and Berry Bros. & Rudd Wholesale.

Having worked in the wine industry for over twenty years, Matt joins Britain's oldest wine merchant from Enotria & Coe where he was Commercial Director. Prior to the merger of Enotria and Coe Vintners in 2015, Matt was Managing Director at Coe Vintners. In his new role as Managing Director and with his strong commercial experience, Matt will be responsible for the direction of the family business's on and off-trade sales teams.

To coincide with the new appointment, Damian Carrington takes on the role of Agency Director, which will see him focus on the development and management of agency relationships. Working alongside Abi Hirshfeld and the Buying team, Damian together with Agency Manager Lenka Sedlackova MW will help manage key suppliers, both across the business and in the wider market.

Berry Bros. & Rudd Chief Executive Dan Jago comments: *"We are delighted to welcome Matt to the team. His experience for driving strong sales growth for both wines and spirits will be invaluable to both the FMV and BB&R Wholesale channels."*

"We have incredibly strong teams within the FMV and Wholesale divisions of the business and this new structure will ensure our suppliers are provided with dedicated, specialist support whilst we develop distribution across our trade network."

-Ends-

For further information please contact Gemma Duncan, Berry Bros. & Rudd PR Manager

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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 rums Penny Blue and Pink Pigeon Rum and the unique and historic 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.
