



Berrys' brings its award-winning technology to the iPhone

October 2009...Britain's oldest wine merchant and winner of numerous online awards, Berry Bros. & Rudd, has once again demonstrated its forward-thinking ability to mix tradition and innovation by launching its first iPhone App.

Berrys' iPhone App allows customers to browse Berrys' list of over 2,000 wines, as well as consult tasting notes, maturity guides and even watch the popular 'Virtual Wine School' videos from their iPhones or iPod touch devices.

Charlie Bennett, Website & Marketing Development Manager at Berrys', says: "This is the perfect way to allow customers to have access to our wine list and extensive information at any time; it differs from many other apps in that you can access it without being connected to the Internet, so customers can see all the wines and their details at any time, wherever they are."

Other features of the application include the ability to check the information in multiple currencies, as well as options to display prices as single bottle, cases, or in bond, as well as a keyword search functionality which allows users to browse the list by wine name, wine region, producer and grape.

Berrys' iPhone App is free of charge and available immediately from www.bbr.com/iphone, or from <http://itunes.com/apps/berryswinelist>

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About Berry Bros. & Rudd

Over 300 years ago, Berry Bros. & Rudd opened its shop at 3 St James's Street, opposite St James's Palace, where it still stands today. Berrys' now has shops in Hong Kong and Basingstoke, as well as a business in Japan and Dublin and a duty free presence in Dubai. Berrys' range comprises over 4,000 wines and services include The Wine Club, The Cellar Plan, Wine Wedding List, Fine & Rare Wine Advice, comprehensive Wine Tastings, Fine Dining and Wine School. The cellars and Pickering Place at Berrys' are available for corporate entertaining, cocktail parties and wine tastings. Berrys' award-winning website www.bbr.com is a one-stop shop online and includes expert advice from Berrys' own wine advisors.

For further discussion on this and other topics with Berrys' experts please visit **Berrys' Wine Blog** (www.bbrblog.com).

To keep up-to-date with the latest wine news from Berrys as it happens, follow Wine Matters on **Twitter** www.twitter.com/WineMatters. It only takes a few seconds and it's free.