



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

WINE & SPIRIT MERCHANTS

PRESS ANNOUNCEMENT

SEPTEMBER 2014

Berry Bros. & Rudd Team Take on Le Marathon du Médoc for SANDS



Berry Bros. & Rudd's finest traded their wine glasses for their running shoes in aid of SANDS (Stillbirth & neonatal death charity) on Saturday 13th September.

Competing in the 2014 Marathon du Médoc, a 26.2-mile course around Pauillac near Bordeaux in France. Twelve runners ranging from 28 to 59 years old, from a variety of departments within the business, braved the 30-degree-heat and completed the carnival-themed route along with 10,000 other runners. The determined team finished the marathon in a total of 69 hours 17 minutes and 10 seconds, raising £6,693.54 for SANDS.

Hugh Sturges, Managing Director of Berry Bros. & Rudd, who completed the route in 5 hours 23 minutes and 59 seconds, comments: *"Putting in a team of 12 runners with differing abilities and everyone completing the marathon without injury added hugely to the enjoyment of the event. I am sure that there is no other race in the world with such a carnival atmosphere, where you can sample fine food and wines along the route, although personally I found the water more important in the 30 degree heat. Whilst I will admit to not enjoying the last five miles or so, it was a fabulous day on which many of us completed our first marathon while raising money for a charity close to the company's heart."*

The Berry Bros. & Rudd Just Giving page will remain open until Tuesday 30th September
<https://www.justgiving.com/berrybro Rudd/>

ENDS

For further information and images contact Vicky Williams on vicky.williams@bbr.com or 01256 247862.

Notes to editors:

Picture caption:

Berry Bros. & Rudd team don their bowler hats and tuxedo t-shirts: From left to right: Magda Miller, Barbara Drew, Christine Sadler, Hilary Wells, Daniel Jones, Matthew Tipping, Hugh Sturges, Oliver Barton, Guy Davies, Jonathan White, Martyn Rolph and Martin Hudson.

About SANDS www.uk-sands.org

Sands was founded in 1978 by a small group of bereaved parents devastated by the death of their babies, and by the total lack of acknowledgement and understanding of the significance and impact of their loss. Sands is the stillbirth and neonatal death charity. They operate throughout the UK, supporting anyone affected by the death of a baby and promoting research to reduce the loss of babies' lives.

Sands has a long-standing history of providing support to anyone affected by the loss of a baby, and to working with health professionals to improve the care offered to bereaved families. They are also committed to ensuring that fewer parents have to experience the tragedy of their baby dying, through funding research into stillbirth causes and prevention.

About Le Marathon du Médoc

Le Marathon du Médoc takes place around Pauillac near Bordeaux a circuit of 26.2 miles (42.2 kilometres) through 59 châteaux from Cave La Rose Pauillac to Château Pédesclaux. Participants can enjoy French delicacies on route with wine stations, oyster stops, steak intervals and even ice-cream. Runners are given six and a half hours to complete the race, allowing time for pit stops at various chateaux along the route.

About Berry Bros. & Rudd

With two Royal Warrants, 300 years of history and eight Masters of Wine, Berry Bros. & Rudd is Britain's original wine and spirit merchants.

With services including a monthly Wine Club and Cellar Plan, Tutored Tastings, Private Wine Events and a Wine School, we provide the closest link between those who make the wine and those who drink it.

We offer a selection of over 4,000 bottles to wine- and spirit-lovers in the UK, Hong Kong and Japan through our stores, warehouses and outlets, and to people across the world through our award-winning website.

While we embrace progress, we also value our traditions. We are still run by members of the Berry and Rudd families and we continue to supply the British Royal Family, as we have done since the reign of King George III.

Most importantly, we still believe that everything you should look for in a wine or spirit comes down to one simple question: 'Is it good to drink?'