



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

WINE & SPIRIT MERCHANTS

PRESS ANNOUNCEMENT

FEBRUARY 2014

Brad Pitt and Angelina Jolie wine exclusive to Berry Bros. & Rudd



Hollywood superstars Brad Pitt and Angelina Jolie have released the second vintage of their critically acclaimed wine - Château Miraval Rosé 2013.

The team at Berry Bros. & Rudd are delighted to be the exclusive retailers for the wine made by the Perrin family in Côtes de Provence. The successful 2012 vintage, sold 6000 bottles in less than five hours, and was the only Rosé in The Wine Spectator's Top 100 list of the Best Wines of 2013, gaining 90/100 points.

Tucked away in its own private valley in the ancient village of Correns, the first organic village in France, Château Miraval covers 500 hectares of land in the heart of Provence. The estate is cultivated 100% organically, without using herbicides, pesticides, or chemicals that can enter the vine and affect the evolution of the fruit.

Master of Wine and Wine Buyer for Berry Bros & Rudd, Simon Field MW, says: *"Miraval the property and Miraval the wine capture the essence of Provençal charm. The terraced vineyards date from Roman times, as indeed do the surrounding forests, the environment of scrubland (aka garrigue) thyme and olives providing a most welcome refuge, no doubt, for Hollywood A-listers seeking to brush up their winemaking knowledge."*

more follows

Simon adds: *“It seems, indeed, that Brad and Angelina are more hands-on than one may have expected, their hands expertly guided around the winery by the Perrin family of Beaucastel fame. Organically cultivated, the 2013 is an outstanding rosé, its gentle pale rose colour almost luminous in its beauty, its aromas subtle and lingering and its flavour profile enjoining citrus and red-berried fruits with great harmony. There is, as with all great Provence Rosé, a pleasing herbal twist on the finish and more concentration than one may have expected from the understated hue. The kiss of spice at the end of the palate seals the deal.”*

Exclusive from Berry Bros. & Rudd – 0800 280 2440 www.bbr.com – priced at £19.95 per single bottle.

ENDS

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

Notes to editors:

About Château Miraval

Château Miraval is located close to the ancient town of Correns, just to the north of Brignoles right in the heart of Provence. The property is a terraced oasis nestling in the forests and scrub of the Mediterranean.

Its history goes some way to explain the magical aura which pervades the valley; located close to the Roman road Via Aurelia, Miraval was the site of a monastery in the Middle Ages, thereafter a refuge for the Bourbon kings. More recently, it has been a peaceful retreat for latter-day troubadours, its recording studio tempting the likes of Sting, Sade and Pink Floyd to record some of their finest work over the years.

Inspiration is clearly not hard to come by here. The latest incumbents are no strangers to fame and fortune; not only is Miraval the summer retreat of Angelina Jolie and Brad Pitt, but it is also the winery where they have launched a joint venture with the Perrin family of the renowned Château de Beaucastel in the Rhône Valley.

About Berry Bros. & Rudd

With two Royal Warrants, three hundred years of history and seven Masters of Wine, Berry Bros. & Rudd is Britain’s original wine and spirit merchant.

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?’