



## BERRY BROS & RUDD

3, ST. JAMES'S STREET, LONDON

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WINE & SPIRIT MERCHANTS

### **Berry Bros. & Rudd announces launch of new own label range**

**Wednesday 10<sup>th</sup> May 2017:** Berry Bros. & Rudd is delighted to announce the launch of its new own label selection of wines - 'The Wine Merchant 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."

"We are very excited about the release of *The Wine Merchant's Range*. Each wine is an exceptional example in terms of quality and value, of what people want to drink from popular regions and varieties" adds Luke Tegner, Insight and Innovation Director at the family owned Company.

"We know shopping for wine can be an overwhelming experience" Tegner continues, "however Berry Bros. & Rudd is a trusted source of wine excellence and authority and it is our intention that the new range will enable customers, whether or not they are already familiar with the Berry Bros. & Rudd brand, to experience a new, more accessible range of high quality wines."

Eleven wines are currently available\*, with another five wines scheduled to be added to the range for June. More wines will be added in the coming months and years. The range will be distributed to the on and off trade through Fields, Morris & Verdin with RRP's starting from £7.95.

The full selection of wines will be available to taste at the upcoming FMV Portfolio Tasting on Tuesday 13th June. To attend please register at: <https://fmvpt2017.eventbrite.co.uk>

*The Wine Merchant's Range* wines available from May 2017:

- The Wine Merchant's Range, The Merchant's Red (RRP £7.95)
- The Wine Merchant's Range, The Merchant's White (RRP £7.95)
- The Wine Merchant's Range, The Merchant's Rosé (RRP £7.95)



- The Wine Merchant's Range, Traditional Claret (RRP £9.95)
- The Wine Merchant's Range, Chianti (RRP £9.95)
- The Wine Merchant's Range, Châteauneuf du Pâpe (RRP £19.95)
- The Wine Merchant's Range, Pauillac (RRP £21.95)
- The Wine Merchant's Range, Rioja Crianza (RRP £9.95)
- The Wine Merchant's Range, Saint Emilion (RRP £17.95)
- The Wine Merchant's Range, Sancerre\* (RRP £14.95)
- The Wine Merchant's Range, English Sparkling (RRP £23.95)

\* limited stock for MMI Dubai only

*The Wine Merchant's Range* wines available from June 2017

- The Wine Merchant's Range, New Zealand Sauvignon Blanc (RRP £8.95)
- The Wine Merchant's Range, Pinot Grigio (RRP £8.95)
- The Wine Merchant's Range, Provence Rosé (RRP £9.95)
- The Wine Merchant's Range, Champagne 1er Cru (RRP £24.95)
- The Wine Merchant's Range, Sancerre – batch 2 (RRP £14.95)

**-Ends-**

### **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. 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 line-up.

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.

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

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